

JOB DESCRIPTION



Title: Coordinator, Outreach (Birth Parent)
Reports to: Associate Director, Outreach
Department: Marketing & Community Outreach

I. Primary Purpose

The Outreach Coordinator is responsible for supporting the outreach team. The coordinator will primarily help to support the Birth Parent Outreach team in offering free, unbiased, and non-judgmental options counseling to pregnant women and new parents. The Coordinator's role is to promote options counseling at Spence-Chapin, community awareness of adoption, and increase referrals to Spence-Chapin. Candidate will also provide general administrative support to Marketing & Outreach Department. An integral part of the Coordinator position is building relationships with relevant health care and social service organizations and the general adoption community, as well as participate in outreach trips, conferences, and community events as needed.

II. Key Performance Indicators

- Research potential leads and trends to assist with the goals of obtaining in-person meetings and presentation opportunities with professionals interacting with women and couples considering their options during pregnancy.
- Assist in fielding incoming calls, emails, and website inquiries, providing compassionate and empathetic response and directing inquiries to appropriate program areas when needed.
- Strengthen existing relationships and take initiative to identify and build new relationships with healthcare and social service organizations through phone calls, emails, direct mail, site visits, community events and in-service presentations.
- Maintain client and inquiry databases to ensure proper collection of information and follow-up.
- Assist to organize, enhance, and maintain photo and video library and consent forms
- Assist with the purchase and packaging of promotional materials and supplies needed for marketing and outreach at events and in the office.
- Provide general administrative support for marketing and outreach team as needed.
- We reserve the right to add or remove assigned duties and responsibilities to the job description upon discretion of change and need.
- Must possess ability and willingness to perform job-related travel. Generally, work in an office environment but may be required to perform job duties outside of the typical office setting; some evening and weekend hours may be required.

Education & Experience:

- Bachelor's degree required, BSW or study in related field preferred.
- 2-4 years' relevant work experience in community outreach/customer service.
- Strong telephone etiquette and presentation skills
- Familiarity with maternal healthcare, adoption, social-work and/or related area a plus
- Bilingual preferred: Proficiency in Spanish, French, Haitian Creole, Bengali, Polish, Korean, or Arabic a plus.

Technical Skills:

- MS Suite—Proficiency in Excel, Word, and Outlook required.
- Knowledge of social media platforms preferred.

- Valid driver's license preferred.

Key Competencies:

- Strong program management skills, including robust organization, administrative, communication and written skills.
- Ability to work both collaboratively as a team and independently.
- Ability to multi-task, prioritize, and follow through on multiple projects to efficiently meet goals and deadlines.
- Ability to be flexible and adaptable to tasks.

JOB DESCRIPTION



Title: Coordinator, Outreach (Birth Parent) New Jersey

Reports to: Associate Director, Outreach

Department: Marketing & Community Outreach

I. **Primary Purpose:**

The Outreach Coordinator is responsible for supporting the outreach team, with primary focus on the New Jersey population. The coordinator will primarily help to support the Birth Parent Outreach team in offering free, unbiased, and non-judgmental options counseling to pregnant women and new parents. The Coordinator's role is to promote options counseling at Spence-Chapin, community awareness of adoption, and increase referrals to Spence-Chapin. Candidate will also provide general administrative support to Marketing & Outreach Department. An integral part of the Coordinator position is building relationships with relevant health care and social service organizations and the general adoption community, as well as participate in outreach trips, conferences, and community events as needed. For purposes of training and onboarding, this position will report to the NYC office for the first 3 months of employment. Afterwards, this position can work out of Spence-Chapin's New Jersey office 2-4 days per week.

II. **Key Performance Indicators:**

- Research potential leads and trends to assist with the goals of obtaining in-person meetings and presentation opportunities with professionals interacting with women and couples considering their options during pregnancy.
- Assist in fielding incoming calls, emails, and website inquiries, providing compassionate and empathetic response and directing inquiries to appropriate program areas when needed.
- Strengthen existing relationships and take initiative to identify and build new relationships with healthcare and social service organizations through phone calls, emails, direct mail, site visits, community events and in-service presentations.
- Maintain client and inquiry databases to ensure proper collection of information and follow-up.
- Assist to organize, enhance, and maintain photo and video library and consent forms
- Assist with the purchase and packaging of promotional materials and supplies needed for marketing and outreach at events and in the office.
- Provide general administrative support for marketing and outreach team as needed.
- We reserve the right to add or remove assigned duties and responsibilities to the job description upon discretion of change and need.
- Must possess ability and willingness to perform job-related travel. Generally, work in an office environment but may be required to perform job duties outside of the typical office setting; some evening and weekend hours may be required.

Education & Experience:

- Bachelor's degree required, BSW or study in related field preferred.
- 2-4 years' relevant work experience in community outreach/customer service.
- Strong telephone etiquette and presentation skills.
- Familiarity with maternal healthcare, adoption, social-work and/or related area a plus
- Bilingual preferred: Proficiency in Spanish, French, Haitian Creole, Bengali, Polish, Korean, or Arabic a plus.

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Technical Skills:

- MS Suite—Proficiency in Excel, Word, and Outlook required.
- Knowledge of social media platforms preferred.
- Valid driver's license preferred.

Key Competencies:

- Strong program management skills, including robust organization, administrative, communication and written skills.
- Ability to work both collaboratively as a team and independently.
- Ability to multi-task, prioritize, and follow through on multiple projects to efficiently meet goals and deadlines.
- Ability to be flexible and adaptable to tasks.