



Community Outreach Specialist

The Girls on the Run of NOVA (GOTR NOVA) Community Outreach Specialist (COS) executes the outreach required for high-quality start up and implementation of the GOTR and Heart & Sole (H&S) programs at elementary schools, middle schools, and community-based sites throughout Northern Virginia. The COS focuses on outreach initiatives that include new site development, volunteer recruitment and general community outreach strategy development to support GOTR NOVA's strategic plan goals of increasing program access to girls and communities in Prince William and Loudoun County, while also maintaining growth in Fairfax County, Alexandria, and Arlington County areas. Additionally, the COS is responsible for ensuring the program serves a diverse population of participants, including outreach and support in lower income communities.

The responsibilities of the COS require a high degree of organization, flexibility and ability to develop external relationships and partnerships. This position requires significant local travel and some evenings and weekends to represent GOTR NOVA throughout Northern Virginia at relevant program-related venues. The COS reports to the Senior Manager of Programs.

Areas of Responsibility:

New Site Outreach & Development

- Develop and manage a 12-month outreach and recruitment plan for new sites throughout Northern Virginia
- Arrange and attend tabling events and other recruitment events to share information about GOTR NOVA; Communicate with schools, community centers, and other potential program sites to establish new program sites
- Provide initial support and communication with all new site personnel responsible for successful implementation of new GOTR and H&S programs prior to hand-off to Senior Manager of Program during their inaugural season
- Develop and manage county-specific site growth goals aligned with GOTR NOVA's strategic plan
- Oversee and support Community Ambassadors and volunteers to support new site and community outreach goals
- Assist Senior Manager of Programs as needed to support new sites through their first season of implementation
- Conduct outreach to Title I schools and economically disadvantaged families to ensure participation

Returning Site Outreach & Development

- Conduct program outreach to ensure adequate participation per season through recruitment, support, marketing and stewardship
- Arrange and attend tabling events and other recruitment events to share information about GOTR NOVA and maintain girl and volunteer participation levels within schools, community centers, and other returning program sites

- Monitor and implement recruitment and retention strategies to recruit new and returning program sites
- Work closely with the Senior Manager of Programs to maintain support and communication with all site personnel responsible for successful implementation of the GOTR and H&S programs
- Develop and enact recruitment strategies at nontraditional program sites

Program Operations & Logistics

- Work with other members of the Program Team to provide annual and seasonal estimates of program participants for budgeting and capacity planning purposes
- Recruit, train and support Program interns
- Contribute to the seasonal preparation for all coaches, including confirming registration requirements and coordinating training events (live, virtual, and otherwise)
- Monitor and manage seasonal site registration process to confirm site participation
- Support ongoing, effective communication with coaches and site liaisons and support them as needed throughout the program season, particularly with new sites
- Support compliance with local policies (school and municipal) that affect the program teams
- Prepare for and help implement seasonal coach logistics and logistics for supply pick-up days
- Implement/analyze seasonal surveys measuring program impact and satisfaction, and recommend improvements
- Work with fellow Program Team members to develop and implement seasonal timeline
- Determine and post the materials for online program support on the GOTR NOVA website

General

- Work with the Senior Program Manager to identify smart ways of delivering the program efficiently and within budget
- Support development of and implement GOTR NOVA strategic plan
- Attend regular staff meetings
- Assist GOTR NOVA staff members with the preparation and execution of end-of-season 5K weekend events
- Develop reports to assist in overall program management and impact
- Maintain strong relationships with parents, coaches, volunteers, and site staff, with a customer service orientation
- Oversee Site Management Intern
- Facilitate the development of site outreach and site communication resources and strategies

Ideal candidate will have the following qualifications:

- Between two and four years of community outreach experience in a non-profit setting
- Bilingual communication skills are highly desirable; Spanish preferred, but other languages are also helpful
- Working knowledge of Google Suite, CRM platforms and Canva is highly preferred
- Candidate must be comfortable with and productive in fast paced, detail oriented and quickly changing environments, while maintaining a customer service focus.
- Flexible for other tasks from across the GOTR NOVA team, to be assigned