



COMMUNITY COLLEGE
OF RHODE ISLAND

Division of Institutional Equity and Human Resources

POSITION DESCRIPTION

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| TITLE | Director Outreach & Alumni |
| POSITION NO. | 502920 |
| LOCATION | Knight |
| REPORTS TO | Executive Director Goldman Sachs 10,000 Small Businesses |
| GRADE | PSA 13 |
| WORK SCHEDULE | Non-Standard: 35 hours per week |
| LIMITATION (if applicable) | Subject to annual renewal |
| REVISION DATE | October 2017 |

JOB SUMMARY:

The 10,000 Small Businesses (10KSB) initiative is part of a national investment by the Goldman Sachs Foundation to unlock the growth and job creation potential of small businesses, and is based on the broadly held view of leading experts that a combination of education, business support services, and access to capital best addresses the barriers to growth for small businesses.

The ultimate goal of the initiative is for the participating business owners to increase their revenues and create jobs in their communities. Three 12-week cohorts of 20-40 small business owner participants each are run each year.

The CCRI 10KSB program has been running for over 5 years and has secured grant funding for its 6th year through January 2, 2023, with a strong possibility of renewal for a 7th year.

The Outreach & Alumni Director develops and leads outreach strategies for the recruitment of qualified small business owners to the education program cohorts. S/he is responsible for engaging the 10KSB program alumni through organizing and facilitating continued-educational clinics, workshops, and networking events. The Director is also responsible for administering and collecting growth diagnostic reports, and soliciting applicant referrals, from our program alumni. The Outreach & Alumni Director reports to the Executive Director, and supervises The Outreach & Alumni Coordinator.

DUTIES AND RESPONSIBILITIES:

Commitment to CCRI's Mission:

- Demonstrate a commitment to the philosophy and mission of a comprehensive community college.
- Work collaboratively with others in a diverse and inclusive environment.
- Work collaboratively with others and provide quality customer service in a diverse and inclusive environment.

Outreach:

- Builds and manages a robust leads pipeline of qualified applicants, i.e. Rhode Island small businesses with at least 2 employees, a minimum of 2 years in operation, and revenues of at least \$75,000
- Meets goal of 100 applications per cohort recruitment cycle (3 cohort recruitment cycles per year)
- Organizes recruitment activities, including information sessions, networking events, webinars, and workshops, partnering with other business support organizations and other community partners where possible
- Represents the 10KSB program in the RI entrepreneurial community, networking and forming referral relationships with small business support organizations
- Designs and leads the execution of mail, email and social media outreach communications

Alumni Engagement:

- Works closely with the alumni network to secure applicant referrals.
- Administers and collects growth diagnostic reports
- Organizes and hosts alumni educational clinics, workshops and networking sessions, in coordination with the national alumni program

Classroom Engagement:

- Attends select cohort modules, clinics, and events to educate scholars about the alumni program and the 10KSB App, and to solicit referrals to the program
- Develop relationships with scholars to facilitate future strong alumni engagement
- Identify two scholars from each cohort to serve as cohort alumni ambassadors

Tracking & Evaluation:

- Tracks recruitment campaigns to goals
- Evaluates recruitment campaigns, prepares and presents reports to team and program partners
- Tracks alumni growth diagnostic collections to goals

LICENSES, TOOLS, AND EQUIPMENT:**ENVIRONMENTAL CONDITIONS:**

This position is not substantially exposed to adverse environmental conditions.

REQUIRED QUALIFICATIONS:

- Demonstrated track record of outreach work with successful recruitment and goal delivery
- Demonstrated experience using CRM for recruitment and applicant tracking
- Demonstrated experience in email marketing
- Supervisory experience

PREFERRED QUALIFICATIONS:

- Bachelor's degree
- Bilingual (Spanish)
- Demonstrated ability to design, develop and execute strategies and systems to attract, recruit and track recruitment of applicants
- Demonstrated ability to organize and execute events, workshops, networking sessions, and webinars
- Demonstrated ability to develop and maintain relationships with key stakeholders and a wide range of business, industry, and community partners
- Experience in community outreach and development of program partnerships
- Experience using program / project management principles, practices, and processes
- Demonstrated ability to professionally and effectively deliver presentations to small and large groups
- Proven ability to work in a team environment and manage multiple tasks efficiently and effectively
- Ability to develop and oversee quality assurance measures to ensure program effectiveness
- Persuasive communicator
- Social media marketing experience
- Ability to work a flexible schedule including some evening and weekend events
- Is dedicated to the program outcomes of job creation and revenue generation

All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.