



COMMUNITY ENGAGEMENT AND OUTREACH COORDINATOR

Our School:

Founded in Ensley in 2018, BuildUP is a private, workforce development high school located in the Titusville community of Birmingham. The mission and vision of BuildUP is: To equip youth, their families and communities to determine their own future by empowering students to:

1. Acquire a self-directed, career-focused education
2. Gain knowledge and skills in a high-paying, high demand field of their choosing
3. Own homes to build personal wealth and lead long-term neighborhood revitalization

BuildUP C.O.R.E. values: Community, Ownership, Resilience and Excellence.

Position Type: Full-time

Overview:

The Community Engagement and Outreach Coordinator plays a vital role at BuildUP Community School by spearheading efforts to recruit new students, bolster the school's marketing and branding initiatives, and foster strong connections with the community that produce new catalytic partnerships and alliances. This individual will serve as the primary liaison between the school and potential students and families, representing the institution at various community events and outreach programs.

Responsibilities:

Student Recruitment:

- Develop and implement innovative strategies to attract prospective students from diverse backgrounds.
- Collaborate with school administration and faculty to identify target demographics and areas for recruitment.
- Conduct and coordinate outreach activities such as school visits, presentations, and information sessions to promote the school's programs and offerings.
- Utilize social media platforms, email campaigns, and other digital tools to engage with potential students and families.

Marketing and Branding Support:

- Assist in the creation and dissemination of marketing materials, including brochures, flyers, and digital content.
- Coordinate with external vendors and partners to ensure consistency in branding and messaging.
- Contribute ideas for marketing campaigns and initiatives to enhance the school's visibility and reputation within the community.

Community Engagement:

- Represent the school at community events, fairs, and outreach programs to connect with potential students and families.
- Cultivate relationships with local organizations, businesses, and community leaders to promote collaboration and support for the school's mission.
- Serve as a spokesperson for the school, articulating its unique programs and opportunities to diverse audiences.

Data Management and Reporting:

- Maintain accurate records of recruitment activities, event attendance, and outreach efforts.
- Generate reports and analyze data to assess the effectiveness of recruitment and marketing strategies.
- Provide regular updates to school administration on recruitment progress and community engagement initiatives.

Qualifications:

- Bachelor's degree in education, marketing, communications, or a related field.
- Previous experience in student recruitment, marketing, or community outreach, preferably in an educational setting.
- Strong interpersonal and communication skills, with the ability to engage with diverse audiences.
- Demonstrated creativity and resourcefulness in developing outreach strategies and marketing campaigns.
- Proficiency in social media platforms, and digital marketing tools.
- Highly organized, with excellent attention to detail and the ability to manage multiple projects simultaneously.
- Passion for education and a commitment to promoting workforce development opportunities for urban youth.

This position offers an exciting opportunity to make a meaningful impact on the lives of young people in the community while contributing to the growth and success of an innovative urban workforce development high school.

Equal Opportunity Employer:

BuildUP Community School is an equal opportunity employer and does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, or any other characteristic protected by law. We are committed to building a diverse and inclusive community where all individuals are valued and respected.

To Apply:

Send resume and cover letter of interest to jobs@buildup.work.