

JOB DESCRIPTION

POSITION: Alumnae Content & Community Engagement Coordinator

CATEGORY: Exempt

REPORTS TO: Director of Talent Services

About the organization:

Grace Institute is a historical workforce development institution, founded in 1897 by New York City Mayor William R. Grace. For over 127 years, our mission has been advancing women towards economic independence. Each year, we train 300 women from underrepresented communities in the digital and professional skills needed to enter into administrative careers. This is an exciting time to join our organization, as we continue our growth and transformation by building out an exceptional alumnae program. This role will be the key player and creative force in making that happen!

About the role / Who we are looking for:

The Alumnae Content & Community Engagement Coordinator drives how we speak to, serve and strengthen our alumnae network of over 2,000 women. This role acts as a motivating, uplifting and supportive force for Grace Institute participants and alumnae throughout all touchpoints of their experience at Grace Institute. The role is responsible for building content and virtual programming to strengthen connections amongst the community, increase engagement/participation with GI, and improve job readiness and retention. This role will manage all alumnae outreach, communications, events and the data that we track to understand our community.

What you'll do:

- Strategize, plan and execute with the Director of Talent Services all alumnae content, communications, programs and events to strengthen the community's well being and their job readiness, retention and career development.
- Prioritize alumnae milestones associated with or connected to grant benchmarks.
- Collect, store and update alumnae employment data on Salesforce at designated monthly checkpoints including but not limited to offer letters and paystubs for retention purposes. Maintain accurate and up-to-date data related to alumnae engagement activities, job seeking, employment and retention status; monitor and analyze Salesforce data and reports for positive changes and areas to improve.
- Regularly report to and advise the Director of Talent Services on alumnae community trends, insights from Salesforce reports or needs assessments and other feedback to inform the overall strategy for alumnae engagement, relationship building / support and retention services.
- Generate, document and analyze alumnae feedback using needs assessments; maintain up to date knowledge of alumnae (individuals and community) status and trends to report to the team.
- Utilize a variety of methods and tech platforms to manage, conduct and track alumnae outreach. Email Campaigns: Send targeted email blasts to encourage participation in online events and alumnae initiatives.

- Proactively and positively work with alumnae (1:1 and in groups) to understand their needs/ skills gaps, discover their motivations, reflect back their strengths and skills, advise on career opportunities, direct them to support resources, and offer coaching to motivate and help them move forward towards their career goals. Conduct individual interview preparation and career advice sessions for alumnae and current participants
- Seek out and develop content/programming around alumnae success stories. Workshop Creation and Facilitation: Develop and lead monthly workshops aimed at alumnae engagement and career development.
- Manage and update TS departmental and alumnae events calendar; create and manage newsletters, event promos / follow ups and other email campaigns.
- Needs Assessment Rollout: Implement and manage the Needs Assessment process to gauge current participant needs, triaging them through collaboration with the Benefits Counselor and Social Worker.
- Referral Management: Coordinate and manage referrals for both current participants and alumnae, connecting them to necessary resources.
- Online Alumnae Group Management: Create engaging content, consistently post, and actively engage with alumnae through comments and messages. Produce and host alumnae events; facilitate group meetings.
- Represent Grace Institute and our mission and values in broader ecosystems of nonprofits, corporations, municipalities and professional networks/industry groups.
- Seek out and maintain an active knowledge of best practices for alumnae/community engagement utilized by other workforce development organizations or professional networks to inform the scope and delivery of GI's alumnae services.
- Assist the Director in developing standards of excellence, standard processes and operations manuals for alumnae engagement/services.
- Community Engagement: Develop and nurture relationships with community partners to invite them to speak at events and share valuable resources with participants and alumnae

Other:

- Demonstrate motivation and enthusiasm for building a virtual community, supporting women and individuals from underrepresented communities through the process of job seeking, hiring and career development.
- Demonstrate a commitment to life-long learning and using a strengths-based approach, which focuses on strengths, abilities and potential, rather than problems, vulnerabilities and deficits, of individuals, their families and their communities.
- Help create and maintain a diverse, equitable and inclusive workplace and learning environment, and

commit to principles against racism and combating gender inequality. Consistently exhibit Grace core values during the performance of the job.

- Demonstrate a strong interest in social justice, diversity and inclusion.
- Attend staff training and meetings as required both in person and virtual.

About you / What you'll bring us:

- Exceptional writer and speaker. You naturally motivate others. You uplift, connect and inspire action with your words.
- Experience in professional networking, developing, coordinating and scheduling workshops or events.
- Strong project management skills. You enjoy the act of organizing, planning and keeping things on track. You create and maintain systems to get your work done that you can then share with others.
- Self-directed. You work well with some direction, and then you prefer to direct your work from there.
- Tech-savvy. Adept in MS Office, Google Suite, social media platforms and CRM or data mgt systems.
- Always looking out for others and the good of the whole. You seek to understand people's needs and are a natural advocate.
- Schedule flexibility to produce events, support participants, job seekers and employed alumnae.
- Ability to maintain discretion regarding sensitive issues and confidential information.
- Associate degree in a relevant field preferred but not required. Graphic design experience is a plus.

Salary, Benefits & Perks:

- Salary Range: \$55,000k to \$60,000k annually
- Hybrid modality with in-person responsibilities at 40 Rector Street during in person programming
- \$600 annual professional development stipend
 - Health Insurance (medical, dental, vision)
 - 401k plan
 - 20 days vacation; 8 sick days; 2 personal days, 3 floating holidays
 - Summer Fridays in August
 - Gorgeous office downtown in Manhattan

To Apply:

Interested candidates should email resume & cover letter to John Marimuthu - Director of Talent Services at Jmarimuthu@graceinstitute.org