



City Year, Recruitment and Admissions

POSITION ANNOUNCEMENT

Regional Recruitment Manager, Northeast Region

Location: Rhode Island

About Us

City Year is an education-focused nonprofit organization that partners with public schools to help keep students in school and on track to graduate. City Year AmeriCorps members commit to a year of full-time service in schools, where they work as tutors, mentors, and role models. Founded in Boston in 1988, City Year works in 25 cities across the United States and has international affiliates in London and Birmingham, England and Johannesburg, South Africa.

City Year has earned Charity Navigator's highest rating since 2003, certifying our commitment to accountability, transparency, and responsible fiscal management. Only 1% of charities have received this distinction for nine consecutive years, placing City Year among the most trustworthy nonprofits in America.

Our Service

Who We Serve: Nearly one million students give up on school each year – and 50% of those dropouts come from over 10% of schools. City Year AmeriCorps members serve where the need is greatest. Of the 242 schools we serve, three quarters are among the lowest performing 5% in their state.

How We Work:

- Partnering with public schools and school districts to support their goals and provide additional support – the human capital – required to make a difference with students who are at risk of dropping out. City Year AmeriCorps members serve in grades 3 through 9.
- Targeting high-need schools and students by training AmeriCorps members to intervene based on the three early warning indicators of dropping out, the ABC's – poor attendance, behavior, and course failure in math and English.
- Harnessing the power of young adults – 18 to 24 year olds – who provide at least 1,700 hours of service each year. Younger than the teachers but older than pupils, AmeriCorps members are uniquely positioned to form a strong bond with students and help them succeed.

Our Model: Whole School Whole Child: City Year's school-based model is called Whole School Whole Child (WSWC). AmeriCorps members tutor students identified as at-risk of dropping out, serve as an additional resource for teachers in classrooms, and lead afterschool programs and school-wide initiatives to improve school culture. Each school where we serve has at least one team of 8-12 AmeriCorps members, instantly increasing the ratio of adults: children in the building.

Position Overview

The Regional Recruitment Manager leads a team of recruiters to create a pipeline of qualified and diverse 17-24 year old applicants who will be successfully admitted to the City Year corps from an assigned portfolio of top tier accounts, and incubator accounts within the Region. As an exemplary relationship manager, this role inspires and grows relationships at the institutional level and at the regional and national level to attract applicants well-suited to and well-prepared for City Year. As an engaging and relatable communicator, this individual coordinates and conducts recruitment visits and

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presentations, providing excellent customer service to leads and applicants, and serving as an ambassador of City Year values and culture. The role requires an effective staff manager and talent developer who can coach team members to meet goals and expectations. The Regional Recruitment Manager reports to a Regional Recruitment supervisor who may be off-site.

Responsibilities

- **Recruitment Plan Implementation:** Secure applications from primary and incubator accounts. Application goals are based on market, regional and national relations, and historical data. Develop and manage strategic partner accounts which may include college counselor associations and regional/local affiliates of national partnerships.
- **Manage, Grow, and Develop Partnerships:** Develop and implement a plan to build strong relationships with key stakeholders such as college career counselors, professors, administrators, high school guidance counselors, and community leaders that produce a consistent and strong applicant pool from the portfolio. Develop and manage the portfolio and key strategic relationship with the goal of expanding the reach of the regional recruitment team. Model best-practice relationship building.
- **Develop Strong Internal Relationships:** Build and manage relationships with home site corps, staff, and leadership to address the evolving needs of Recruitment in a local, regional, and national context. Work with regional leadership to facilitate solutions to challenges of competing priorities, and ensure that individual site needs are met while achieving overall regional goals. Inform and implement the Senior AmeriCorps selections process, working closely with Program/Service Operations at home site.
- **Recruitment Events and Activities:** Plan and implement 2-4 external engagements per week. Develop, coordinate, and conduct presentations at identified colleges and/or high schools and community organizations including career fairs, targeted student groups and classes, and tabling. Create innovative approaches to reach target student populations. This includes frequent travel and occasional evening/ weekend work.
- **Marketing Activities:** Execute local marketing efforts on campuses and at adjacent locations; measurably raise awareness, familiarity, and understanding of applicant prospects on assigned campuses from portfolio of feeder schools. Build relationships within portfolio accounts that generate media opportunities. Maintain an active presence on social media to support organizational and team campaigns and support institutional relationships.
- **Customer-focused Lead Management and Application Generation:** Implement standard lead management process to identify and cultivate leads through targeted, customer-focused multi-channel (phone, web, in person) communication that ensures that leads are well informed about City Year and the AmeriCorps member experience. Engage and support qualified and high priority lead prospects through application submission.
- **Performance Analysis and Strategy:** In conjunction with team leadership, develop engagement strategies through use of historical data. Regularly compare activities to applicant and confirm yield and assess ROI for campus activities. In conjunction with Regional Admissions team, use established AmeriCorps member profile to identify trends in successful applicants from portfolio schools. Use real-time data to report on progress and course correct recruitment activities and strategy as necessary.
- **Regional Recruitment Team Growth and Development:** Contribute to weekly calls with Regional team to maintain connections and foster collaboration.
- **Manage Talent:** May manage at least one campus-based Recruitment Ambassador at top tier school partner to supplement campus engagement. Conduct regular check in calls and hold them accountable to marketing and activity goals. Contribute to team effort by accomplishing related results as needed.

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Basic Qualifications

- At least one year of experience in relationship development with institutions such as colleges, high schools, clubs, and community-based organizations to meet organizational objectives.
- Highly energetic, charismatic approach to engaging diverse groups, particularly young adults.
- Strong written communication skills for internal and external audiences.
- Deliver strong and inspirational messages to large groups.
- Calendar management, event planning, and logistics experience.
- Experience working in a team environment.
- Analytical and problem solving skills - finding both short term and long term solutions.
- Exhibit a passion for City Year's mission and values.
- Ability to travel frequently within the Region and to multi-day events at City Year's Headquarters in Boston.

Preferred Qualifications

- BA/BS degree or equivalent.
- City Year recruitment or service experience.
- Sales, customer service, or human relations experience.
- Volunteer, corporate, or academic recruitment experience.

Compensation and Benefits

Compensation commensurate with experience. Great benefits including health insurance with Flexible Spending Account, paid vacation, holidays, parental leave, 401K, and more.

City Year is invested in the growth and development of talent. As an organization, we strive to empower our people to take responsibility for their own career management and provide opportunities for growth.

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