

Community Outreach Manager

Organization: The Rock Program

Reports To: Executive Director

Position Type: Full-Time

Position Overview

The Community Outreach Manager advances the mission of The Rock Program—to **provide students hope for the future by empowering them in the present**—by building strong community connections, engaging volunteers, and expanding partnerships. This role leads outreach efforts that increase visibility, deepen engagement, and strengthen support systems that directly benefit students served through Rock Rooms and mobile outreach initiatives.

Key Responsibilities

1. Volunteer Development & Engagement

- Recruit, onboard, train, and manage a mission-driven volunteer network.
- Develop and implement strategies to increase volunteer retention and engagement.
- Coordinate volunteer schedules, placements, and training across program sites.
- Plan and execute quarterly volunteer appreciation events and ongoing training opportunities.
- Maintain accurate volunteer records, communication, and engagement tracking.

2. Faith-Based Partnership Development

- Cultivate and maintain relationships with churches, faith-based organizations, and ministry partners.
- Develop collaborative service opportunities including drives, mentorship, and outreach initiatives.
- Lead faith-based engagement efforts such as prayer gatherings, mission projects, and joint events.
- Expand the network of faith partners to support program growth and sustainability.

3. Community Communication & Public Engagement

- Serve as a primary ambassador for The Rock Program within the community.
- Represent the organization at networking events, community meetings, and public functions.
- Develop and execute a community engagement strategy to increase awareness and participation.
- Build and strengthen relationships with schools, businesses, civic groups, and government partners.
- Plan and coordinate community outreach events that elevate program visibility and support.

4. Social Media & Digital Communications

- Manage and grow The Rock Program's social media platforms with consistent branding and messaging.
- Create and schedule weekly content highlighting program impact, volunteer stories, and partnerships.
- Monitor analytics and adjust strategies to increase engagement and reach.
- Develop and distribute monthly e-newsletters and digital communications.
- Collaborate with leadership to ensure messaging aligns with organizational goals and campaigns.

5. Scholarship Program Management (Empowered Scholarships)

- Oversee the planning, promotion, and execution of the annual Empowered Scholarship program.
- Coordinate application timelines, outreach to schools, and applicant communications.
- Manage the application review process, including organizing selection committees and scoring systems.
- Serve as the primary liaison between applicants, schools, and scholarship partners.
- Coordinate scholarship award announcements, recognition events, and communications.
- Track scholarship recipients and maintain records for reporting and donor stewardship.
- Support storytelling and impact reporting related to scholarship recipients.

Qualifications & Experience

- Bachelor's degree in communications, nonprofit management, marketing, or related field (or equivalent experience).
- 2–5 years of experience in community outreach, volunteer coordination, nonprofit engagement, or program management.
- Strong relationship-building and interpersonal skills.
- Experience managing social media platforms and digital communication tools.
- Excellent written and verbal communication skills.
- Ability to organize, prioritize, and manage multiple projects simultaneously.
- Passion for serving youth and aligning with the mission of The Rock Program.

Preferred Skills

- Experience working with faith-based organizations or church partnerships.
- Experience managing scholarship programs or youth initiatives.
- Familiarity with tools such as Canva, DonorPerfect, Constant Contact, or similar platforms.
- Event planning and coordination experience.
- Data tracking and reporting for outreach and engagement metrics.

Work Environment & Expectations

- Combination of office, school campus, and community-based work.
- Occasional evening and weekend availability for events and outreach activities.
- Local travel required for meetings, partnerships, and events.