



POSITION:	Outreach Specialist	REPORTS TO:	Program Manager
CLASSIFICATION:	FT – Non-Exempt	PROGRAM:	Florida Nonprofit Housing

Position Summary:

We are seeking a dedicated and passionate Outreach Specialist to support the Florida Nonprofit Housing Programs. This position will be responsible for engaging with the community, raising awareness of the available services, and ensuring that eligible individuals and families are connected to the programs. The Outreach Specialist will work closely with the Program Manager and the program team to carry out targeted outreach efforts, provide information, and facilitate the intake process for both rental and weatherization services. **Location: Highlands County required.**

Key Responsibilities:

1. Community Outreach & Engagement:

- Develop and implement targeted outreach strategies to raise awareness of the MSFW programs in the communities served In the following counties - Broward, Glades, Hardee, Hendry, Miami-Dade, Collier, DeSoto, Highlands, Indian River, Lee, Martin, Palm Beach, Saint Lucie, and Okeechobee.
- Build and maintain relationships with community organizations, local agencies, and partners to promote program services.
- Conduct outreach activities through various channels including door-to-door canvassing, phone calls, email campaigns, social media, and community events.

2. Public Education & Information:

- Provide accurate and up-to-date information about eligibility requirements, application processes, and the benefits of the Programs.
- Conduct informational sessions or presentations in community centers, local housing authorities, schools, and other public venues to inform potential clients about available assistance.

- Prepare and distribute program materials, flyers, and educational content to increase awareness.

3. Client Engagement & Referral:

- Assist individuals and households in understanding program requirements and facilitate the application process.
- Identify potential applicants who may benefit from services and refer them to the program for further screening and enrollment.
- Follow up with clients to ensure they have completed required documentation and understand the next steps in the process.

4. Collaboration & Coordination:

- Work closely with program staff to ensure that outreach efforts are aligned with program goals and targets.
- Participate in regular team meetings to provide updates on outreach activities and client feedback.
- Coordinate with community organizations and local partners to identify new outreach opportunities and enhance program visibility.

5. Data Collection & Reporting:

- Maintain accurate records of outreach activities, including community events, referrals, and engagement outcomes.
- Track client interactions and maintain a database of contacts to ensure that follow-up actions are taken and documented properly.
- Provide regular reports to the Program Manager regarding outreach efforts, successes, challenges, and recommendations for improvement.

6. Client Support & Assistance:

- Provide personalized assistance to clients in answering any questions, and ensuring they understand the eligibility requirements and process.
- Help clients access additional resources or services as needed.

7. Continuous Improvement:

- Identify and recommend improvements in outreach strategies, materials, and community engagement techniques.

- Stay informed about community trends, needs, and barriers, and adjust outreach efforts accordingly.
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Qualifications:

- **Education:** High school diploma or equivalent required; Associate's degree or higher in Social Work, Public Relations, Community Outreach, or related field preferred.
 - **Experience:**
 - Minimum of 2 years of experience in outreach, community engagement, or a related role.
 - Experience working in housing programs, social services, or community-based organizations is a plus.
 - **Skills:**
 - Strong communication and interpersonal skills with the ability to connect with a diverse range of community members.
 - Ability to effectively present information to individuals and groups, both in-person and virtually.
 - Strong organizational skills and the ability to manage multiple outreach efforts simultaneously.
 - Proficiency in using social media platforms, Microsoft Office, and data tracking tools.
 - Comfortable with public speaking and community presentations.
 - Ability to work independently and as part of a collaborative team.
 - Bilingual English-Spanish (Trilingual Créole a plus)
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Physical Requirements:

- Ability to work in the field and attend community events, sometimes outside of regular office hours.
- Travel within the community will be required.

Salary: \$40,000 annually