

Associate Outreach Director

Department: CFNC Information Dissemination Services

Reports To: Regional Outreach Director West

Location: Remote

FLSA: Exempt

Grade: 12

Purpose: Associate Outreach Directors, previously called “Regional Representatives,” are located across the state to provide outreach and education within their regions. The purpose of this remote work-from-home position is to strategically plan and conduct public-facing programs in the Western area of North Carolina and, as needed, to other parts of the state, designed to provide timely and accurate information on services and college access related information, while creating and maintaining favorable public image for CFNC. The Associate Outreach Directors will provide presentations to counselors, teachers, administrators, students, parents, professional organizations, civic clubs, chambers of commerce, etc.

Essential Functions:

- Identify and research data, lists of prospects, businesses, schools and other community representatives to create an effective network for CFNC including, but not limited to, planning and directing development and communication of information to keep local public informed of CFNC programs and services, with a focus on critical and high need schools and/or districts.
- Ability to review and comprehend quantitative and qualitative data for the region and use data to strategically plan programming individually and in conjunction with other college access organizations, with a focus on building relationships and capacity.
- Provide information on CFNC services and content available on the CFNC.org website; financial aid, including FAFSA completion, grants, loans, and other methods of paying for college; career and college admission planning; financial literacy; any other areas relevant to planning, applying, or paying for college.
- Actively participate in social media and outreach efforts in coordination with internal marketing staff and the creative agency designated to promote CFNC. Be available for radio, TV, and other media interviews and programs, videotaping spots to post on CFNC YouTube channel, posting activities and information on an individual business CFNC Facebook page, and participating in special events that promote CFNC. Elevate the work of partners by sharing and commenting on their posts, creating deeper connections with partner organizations.
- Coordinate and conduct public contact programs designed to meet CFNC’s objectives to disseminate information, promote goodwill and provide information through presentations, exhibits at conferences, educational opportunity programs, question/answer sessions, client relationship building, and community projects.

- Participate in training sessions and assigned reading to keep informed of current trends in financial aid and other pertinent college access information, as well as loan, grant and savings programs administered by CFI, and NCSEAA's scholarship and grant opportunities.
- Utilize contact management software as appropriate to track strategic partnership activity with district leadership, college access organizations operating in the region, community organizations and adjacent organizations (e.g. Junior Achievement, 4-H) that provide college/career planning for students outside CFNC's primary service range (8th grade to adult). Prepare reports on outreach activity that shows improvement in struggling areas.
- Attend conferences and other professional meetings as assigned.

Education:

- Bachelor's Degree from an accredited institution required, with a preferred major in Education, Marketing, Communications, or Social Sciences.

Experience Required:

Areas of knowledge and expertise that matter most for this role:

- 5+ years of experience working in education, non-profit work, college access, marketing, financial aid, and/or higher education.
- Basic knowledge of data tracking and reporting, both qualitative and quantitative.
- Ability to work independently and maintain a data-driven focus.
- Public speaking experience
- Ability to create engaging posts on social media, as it pertains to your role, on various platforms.
- Considerable work experience with Microsoft Office products and virtual meeting platforms like Zoom.
- Experience in and successful ability to work independently.
- Demonstrated business acumen, utilizing diplomacy in business settings where differing points of view are shared.

Skills:

- Strong oral and written communication skills, particularly as it pertains to public speaking, training sessions, written materials, and media interviews. Strong critical thinking skills.
- Systems (i.e. Zoom).
- Must have valid driver's license and acceptable driving record.

Physical Activities/Working Conditions:

- Ability to travel throughout assigned area of state independently as scheduled, including consecutive days.
- Requires long periods of standing and interacting with prospects.
- Mobility in entering and exiting places of business for programs and visitation.
- Ability to lift up to 25 lbs.

Date of Description: August 2025

Employee Signature: _____

Date: _____