

# Outreach Manager



Organization Texas Network of Youth Services (TNOYS)	Date November 2024
Position Title Outreach Manager	Location Austin, Texas OR Houston, Texas

## POSITION DESCRIPTION:

The Texas Network of Youth Services (TNOYS) seeks an Outreach Manager to manage the execution of TNOYS’ membership program and other efforts to build an engaged audience of stakeholders across Texas and nationally. This role will also manage the execution of TNOYS fundraising and community-building efforts; coordinate and support TNOYS events; manage data through Salesforce; and provide support on other initiatives of TNOYS’ Communications team. Since 1980, TNOYS has led the charge to strengthen and support the organizations that work for and with Texas’ most resilient youth and young adults (YYA) to ensure their success. This work is guided by four priorities: equity and inclusion, youth voice and youth-adult partnership, research and performance-driven programming, and cross-systems collaboration. These priorities drive TNOYS’ strategy to advance systems change in the following youth-serving systems: housing and homeless services, child welfare, justice, education, workforce, health and behavioral health, and victim and survivor services. **Individuals with lived experiences with these systems are strongly encouraged to apply.**

**Reports to:** Director of Communications

## Principal Responsibilities:

### Lead and manage the TNOYS membership program.

- With support from TNOYS’ Director of Communications, develop, design, and lead activities that expand and strengthen TNOYS’ statewide member network of over 100 youth-serving organizations and professionals.
- Identify, conduct outreach, pitch, and onboard prospective/ new members organizations.
- Connect members to opportunities to strengthen their work and communicate TNOYS member benefits throughout the year. This includes outreach about TNOYS trainings and conferences, managing a calendar of members-only opportunities, and leading/ facilitating members-only committees and meetings throughout the year.
- Develop a comprehensive understanding of the organizations in TNOYS’ network.
- Develop and deepen relationships with members and other TNOYS stakeholders, and effectively kick-off, train, collaborate, and coach internal teams to improve reach and understanding of external stakeholders and the TNOYS member network.
- Provide support to youth-serving organizations through in-person, virtual, and phone

support. Support the development of member-focused materials such as blog posts and fliers.

- Facilitate TNOYS' members-only communications and strengthen TNOYS member benefits. This includes producing newsletters, executing TNOYS' members-only portal, and creating materials that are specific to TNOYS member organizations.
- Support cross-functional coordination and communication across TNOYS Practice, Policy, and Partnerships teams with a special focus on building youth-adult partnerships with TNOYS members and youth with lived experiences.
- Ensure the organization has strategic, consistent messaging and branding to attract TNOYS members. Plan and develop collateral to reinforce this message such as brochures, blog posts, videos, etc.

#### **Lead Events and Stakeholder Outreach:**

- Work with TNOYS' leadership and Board to strategize, develop, and execute fundraising initiatives such as events, sponsorship, and individual giving across the organization. This includes developing fundraising and community building events of varying scales, from mixers to Gala events.
- Manage sponsorships and the exhibitor hall at TNOYS' Annual Conference.
- Lead registration for TNOYS events including managing/ streamlining data and ensuring seamless communications and check-in processes before, during, and after events.
- Support TNOYS CEO with grantor identification, outreach, and stewardship. Research/vet grant opportunities, organize requirements, and execute/track outreach to prospective grant funders.
- Support activities to grow attendance at paid events and trainings such as TNOYS' Annual Conference.
- Sustain and expand partnerships with local and national coalitions, committees, and other organizations that work across youth-focused systems: housing and homeless services, child welfare, justice, education, workforce, health and behavioral health, and victim and survivor services.
- Develop message frameworks and talking points for key initiatives, strategic priorities of the organization, and events.
- Conduct outreach for participants in TNOYS' volunteer opportunities such as PEAKS Camp.

#### **Provide support on other initiatives of TNOYS' Communications Team:**

- Collaborate with youth-serving organizations across systems and geographic areas, other key stakeholders, and youth and young adults with lived experience.
- Support powerful messaging and consistency across communications vehicles, including the website, email and print newsletters, campaign collateral, reports, and social media for all audiences, internal and external, and communities.
- Use Salesforce to track all membership, fundraising and communications activities, analyze data, and design and execute new fields and improvements.

- Ensure database fidelity: support with form creation/ connection to Salesforce, and regularly clean/deduplicate data.

## **Qualifications:**

- Bachelor's degree required; advanced degree(s) preferred in a relevant field such as communications or marketing. Lived experiences can be substituted for educational requirements.
- Minimum 3 years of marketing, program and project management experience.
- Ability to build effective and strategic partnerships with a wide range of partners (public sector, private sector, plural sector, etc.).
- Comfortable in a fast-paced start-up atmosphere and remote work environment.
- Excellent oral and written communication skills & excellent organizational and time management skills.
- Experience with fundraising and community building/engagement.
- Experience with a Customer Relationship Management (CRM) tool, preferably Salesforce.
- Strong attention to detail and ability to track and analyze data.
- Strong interpersonal skills and ability to work in a team environment.
- Ability to manage several tasks/projects concurrently and prioritize work effectively.
- Outreach, marketing, and communications experience preferred.

## **Salary & Benefits:**

Competitive annual salary of \$50,000 - \$64,000 annually, depending on qualifications. Comprehensive benefits package, including medical and dental coverage and generous vacation, etc.

## **How to Apply:**

To apply, please send a resume, short writing sample, and cover letter to [resumes@tnoys.org](mailto:resumes@tnoys.org) and write "Outreach Manager" in the subject of email. The proposed start date of the position is January 6, 2025 or earlier if possible. Applicants will be screened on a rolling basis and interviews will be scheduled as qualified applicants are identified. The final date to submit your application is November 29, 2024.

## **About TNOYS:**

TNOYS works to strengthen services and support for Texas youth and families to help them overcome challenges and achieve healthy development. We work with young people across Texas to center their voices in the policies and programs that most affect them. Our network of members share a vision of Texas where all youth and young adults are valued, their strengths are recognized, their voices are heard and respected, and they have access to the resources, opportunities, and support they need to meet their goals.

*TNOYS is an equal employment opportunity employer and strongly encourages diverse candidates to apply. TNOYS does not discriminate on the basis of race, color, religious creed, sex (including pregnancy), gender, national origin, ancestry, citizenship, age, medical condition including genetic characteristics, mental or physical disability, veteran status, marital status, sexual orientation, gender identity, (including transgender status), weight, height, linguistic characteristics (such as accent and limited English proficiency, where not substantially job-related), citizenship status, or any other basis prohibited by law.*