



Outreach Coordinator

Area: Community Assistance

Reports to: Programs Manager

Indirect Reporting to: Programs Director

Supervises: Community Health Workers (CHWs)

Location: El Centro Hispano offices and counties within service area

Employment Type: Full-Time — 40 hours per week

Position Summary

Guided by El Centro Hispano's vision of strengthening and advancing people in North Carolina and beyond, the Community Outreach Coordinator leads community engagement efforts that strengthen relationships, expand access to ECH programs and services, and increase ECH's presence across the communities it serves. This is a highly community-facing role that requires a consistent presence throughout ECH's service area, working directly with Community Health Workers (CHWs), community members, partners, and program teams to identify community needs, build trusted relationships, increase program awareness, and connect individuals and families to ECH resources. The Coordinator provides direct supervision, coaching, and coordination support to ECH's CHWs and draws on their community knowledge and trusted relationships to help ensure outreach strategies are community-informed, and aligned with organizational and program goals. The position also leads outreach and recruitment efforts across ECH's service areas, with particular attention to culturally diverse and underserved communities.

Key Responsibilities

Community Health Worker Supervision

- Supervise, support, and provide ongoing coaching, feedback, and performance guidance to CHWs
- Coordinate CHW schedules, outreach assignments, and community engagement activities
- Collaborate with the CHW Academy and Professional Development Coordinator to support CHW training and participation
- Ensure CHW activities align with program goals, organizational policies, and community needs
- Monitor outreach metrics, participant engagement, and referral activity; facilitate communication between CHWs, program staff, and leadership



Community Outreach & Engagement

- Maintain a consistent presence throughout ECH's service area, including regular travel to build relationships, identify needs, and strengthen community engagement.
- Develop, plan, and implement outreach strategies to engage culturally diverse and underserved communities
- Represent ECH at community events, health fairs, workshops, schools, and other outreach opportunities
- Build and maintain relationships with community partners, local organizations, schools, healthcare providers, and businesses
- Coordinate presentations, workshops, and community education activities to increase awareness of ECH programs
- Identify emerging community needs and opportunities for collaboration and program expansion

Program Recruitment & Promotion

- Develop and implement recruitment strategies for all ECH programs, including education, workforce development, health, youth, special projects, and community services
- Promote programs through outreach, partner networks, presentations, phone, email, and social media in alignment with organizational communications strategy
- Collaborate with program staff to stay current on enrollment goals, eligibility requirements, and program offerings
- Establish and maintain community referral networks and recruitment pipelines to support enrollment and retention
- Track recruitment outcomes and recommend improvements to increase program participation and reach
- Support the development of promotional materials and outreach messages in English and Spanish

Community Partner Coordination

- Develop and maintain relationships with community partners and referral organizations
- Coordinate collaborative outreach activities and events with partner organizations
- Identify opportunities to expand ECH's community presence and strengthen existing partnerships

Data, Reporting & Communications

- Collaborate with the Communications and Education & Workforce Development teams to promote programs across digital and community platforms
- Collect, maintain, and analyze outreach and recruitment data to evaluate effectiveness and identify areas for improvement
- Prepare timely reports, summaries, and documentation for internal and external reporting requirements



Qualifications

Education

- Associate's or Bachelor's degree in public health, social work, education, community health, or a related field preferred. Relevant professional experience may be considered in lieu of a formal degree.
- CHW certification preferred.

Experience

- Minimum of 2 years of experience in community outreach, grassroots organizing, public health, social services, or a related field, particularly with culturally diverse or underserved communities
- Demonstrated experience supervising staff, CHWs, volunteers, or community-based teams
- Experience developing and implementing program recruitment and enrollment strategies
- Experience working with community partners, schools, healthcare organizations, or nonprofits
- Prior experience with Community Health Workers or community-based health programs required

Skills & Competencies

- Strong interpersonal, communication, and relationship-building skills
- Excellent public speaking and presentation skills with the ability to engage diverse audiences
- Strong project management skills and ability to manage multiple programs, events, and priorities simultaneously
- Competent with social media platforms, digital communication tools, data collection systems, and Microsoft Office or Google Workspace
- Strong organizational skills and attention to detail in written and verbal communication
- Ability to work independently and as part of a team, with demonstrated leadership capacity
- Flexibility to work occasional evenings and weekends for community events and outreach activities
- Valid driver's license with at least three years of driving experience, reliable transportation, and ability and willingness to travel regularly throughout ECH's service area. Must also be able to operate the organization's mobile unit as required for outreach activities.

Language

Bilingual proficiency in English and Spanish required (native or B2–C1 level).

Compensation & Benefits

This is a full-time position at 40 hours per week, with occasional evenings and weekends based on program needs. The salary range is \$45,811 – \$59,554, commensurate with education and relevant experience. Final salary placement within the range is confirmed following the 90-day introductory period. Benefits include health insurance, dental, vision, and a 401(k) plan.



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Approved by:

Pilar Rocha Goldberg
President & CEO

Pilar Rocha

Signature: _____

Date: 09/29/2026