



# Example of Outreach Associate Job Description

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Our innovative and growing company is looking for an outreach associate. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for outreach associate

- Analyze needs, develop and manage admission programs and processes (e.g., in the area of diversity outreach)
- May conduct quantitative analyses of admission data
- Serve as a public relations and information resource to prospective applicants, secondary personnel, professional organizations, students, parents and alumni, represent University at activities and events, meetings, committees and conferences
- Lead project and affinity teams as assigned
- Act as first point of contact for the Federation to potential new and current members
- Manage front desk and answer phones
- Ensure the highest level of customer service by establishing and maintaining relationships with the Federation's organizational partners, and with members, key volunteers, and donors
- Maintain clear communication between multiple stakeholders, including members, staff, and donors ensuring smooth information management
- Maintain updated agency databases
- Manage centralized reports, records, and spreadsheets

## Qualifications for outreach associate

- Significant life and/or professional experience working with diverse populations and possess a high-level of awareness and sensitivity to cultural differences and issues of diversity, equity, and inclusion

- A minimum of 3-5 years of significant fundraising experience and/or relevant experience in sales and marketing, or other related fields
- Proven experience in working with five and six-figure gifts or sales and marketing accounts, including the ability to evaluate, qualify, and move prospects through the cultivation/solicitation cycle
- Exercise discretion and an ability to interact with high-level donors and the ability to maintain a high level of confidentiality
- Comfortable with personal computers and software programs for retrieving, organizing and researching appropriate donor/prospect information, data gathering and manipulation