

Outreach Specialist

Job Summary

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| Reports to: Director of Program Quality | Key Relationships: Instructional Staff |
| Summary: Responsible for marketing Fieldstone Farm’s services to clients (organizations and individuals) and referral sources (healthcare providers and third-party payers) throughout the Northeast Ohio community. Accountable for reaching annual capacity goals. The Outreach Specialist is a proactive ambassador for Fieldstone Farm’s mission and services. | |
| Essential Responsibilities: | |
| <p>Business Development:</p> <ul style="list-style-type: none"> • Understands Fieldstone Farm’s programming and unique position in the EAS world and enthusiastically articulates its benefits to external audiences • Proactively identifies and recruits schools, organizations and individual clients to fill class openings • Deepens existing client relationships through exceptional customer service and proactive session scheduling • Connects with referral sources to build awareness for Fieldstone’s programming | 30% |
| <p>Programming:</p> <ul style="list-style-type: none"> • Identifies customer and community needs in order to inform new program opportunities • Supports new program development and marketing as necessary | 15% |
| <p>Administrative:</p> <ul style="list-style-type: none"> • Maintains class schedules on Fieldstone’s shared program calendar • Maintains participant files on shared computer drive including organization of files and ensuring current nature of files • Schedules instructors with support of Director of Program Quality • Supports and maintains the integration of technology and database systems where appropriate (i.e. shift paperwork into shared files and online database) • Initiates and tracks contracts, Ridership applications, student forms, evaluations and other paperwork • Communicates with instructors regarding student rosters, needs and goals of incoming participants | 55% |
| <p>The ideal candidate will have:</p> <ul style="list-style-type: none"> • Strong computer skills (i.e. Excel, Outlook) • Confidence and experience with equines • Superior organizational, communication and presentation skills • Detail-oriented with an ability to multi-task • Strong interpersonal skills including comfort with cold-calls • Strong project management skills • Proven track record for continuous improvement and taking initiative | |