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General Summary
The Duke University Talent Identification Program (Duke TIP) is a nonprofit organization dedicated to serving academically gifted and talented youth in grades four through twelve. Each year, Duke TIP enrolls nearly one hundred thousand new students in its talent searches through above-level testing, recognizes them for their achievements and provides them with a variety of enrichment benefits. TIP offers accelerated face-to-face and online educational programs to more than eight thousand students each year. Our organization is driven and guided by five core values: Integrity, Continuous Improvement, Community, Access & Inclusion and Understanding. Our team members are passionate about the work they do and are always encouraged to express their ideas.

Occupational Summary: As a member of Duke TIP’s Partnerships and Engagement Division, the Outreach Manager will work within the outreach and access team to administer all logistical aspects of planning and participating in activities that promote awareness and understanding for Duke TIP’s wide array of programs and services for academically talented youth. These include Duke TIP’s talent search, online and face-to-face educational programs, alumni network, employment opportunities and various other resources. The Outreach Manager will also assist applicants involved in grant-funded initiatives, including, but not limited to, the Jack Kent Cooke Foundation Scholarship (JKCF) program. With the goal of delivering measurable outcomes to advance Duke TIP enrollment of students and staff, and enrollment of seventh grade students into the JKCF Young Scholars Program, the Outreach Manager will analyze and execute efforts to strengthen and diversify TIP’s outreach initiatives to more effectively reach students, families, educators, and alumni, with an intentional focus on hard-to-reach audiences. The Outreach Manager will spend at least 70% of their time engaging in direct community outreach and recruitment, visiting education agencies, schools, colleges/universities, and by exhibiting or presenting at conferences to engage community partners. Proactive communication and follow-up is required in order to provide effective support, achieve measurable outcomes, and to sustain engagement with external stakeholders. The Outreach Manager reports to the TIP Director of Outreach and Access.

Work Performed:

Community Outreach and Recruitment (70%)

- Participate in general outreach planning and activities for Duke TIP’s Talent Search and coordinate all outreach efforts specific to low-income communities targeted by this position, assuring the JKCF program meets targeted enrollment goals.
- Promote Duke TIP and JKCF programs through intensive community outreach and development efforts, which may include staffing booths at conferences and fairs, giving conference presentations, meeting with school personnel and/or parents, and presenting to various groups at schools and districts.
- Provide customer support and maintain good relations with all people and groups associated with Duke TIP and JKCF programs, assuring a positive representation of Duke TIP, including parents, school representatives and community partners.
- Assist with Duke TIP’s call center, and regularly update Customer Relationship Management (CRM) for outreach communications where stakeholder contact information can be stored, updated and context can be added regarding the relationship and status.
- Aid families and schools in solving problems specific to students in the low-income communities targeted by this position and in connecting these students to appropriate resources.
- Attend and prepare for meetings related to the JKCF program and Duke TIP, including, but not limited to advisory boards and special committees.
- Represent Duke University TIP at external events such as state recognition ceremonies, national conferences, workshops, and professional meetings and host informational meetings when appropriate and needed.
Access and Inclusion Resources, Analysis and Planning (20%)

- Oversee, as directed, all marketing efforts for the Jack Kent Cooke Young Scholars Program, working in collaboration with Duke TIP’s Marketing and Communications Team.
- Collect and maintain resources for working effectively with special populations in gifted education and talent development, with particular attention to low-income students and implement strategies to increase enrollment of students into Duke TIP Talent Search program (cycle of planning, executing, analyzing, and applying), which could include print and online surveys; webinars, focus groups; secondary research on organizations and marketing resources; email or call campaigns.
- Compile data to generate reports analyses and support for proposals for future program development or growth.
- Work with Duke TIP Talent Search staff in preparing and executing short- and long-term outreach program plans, allowing Duke TIP and JKCF to further its mission.
- Assist with marketing efforts for Duke TIP Talent Searches, including branding, publication design, advertising design and participant placement.
- Coordinate the development and distribution of promotional materials to individuals from low-income communities and other special populations as targeted by this position.

Assist with Operational Support, Efficiencies and Communication (10%)

- Apprise JKCF representatives of grant-related activities; deliver all written communication and reports as requested.
- Schedule and participate in meetings as necessary to ensure good communication between Duke TIP and JKCF.
- Comply with budget performance goals as set by Director of Finance to assure proper procedures are followed.
- Engage in professional-development to further own skills and learning; develop and pursue an annual plan with goals for development, including, technical and administrative skills, pursuit of interest in the field of gifted education and talent development, access and inclusion, etc.
- Remain up-to-date on best practices in public relations and public speaking.
- Promote the interests and growth of all programs within Duke TIP and work collaboratively with Duke TIP departments.
- Perform other related duties as required.

Required Qualifications:

Education/Training: Bachelor’s degree required in education, communications or related field.

Experience: 3 years of work experience in education or community outreach. Willing and available to travel at least 70%.

Preferred skills: Master’s degree; Spanish language proficiency; Experience working with schools and/or educators, non-profit organizations and access and inclusion efforts for low-income populations preferred. Experience with programs for the academically talented, gifted or high-achieving students; proven ability to work with people; Marketing experience helpful. Excellent written & verbal communication skills, service orientation, including phone skills & demonstrated public speaking skills; professional demeanor; clear, courteous communication with stakeholders; responsive to requests for assistance; Proven organizational skills to prioritize and manage multiple tasks to meet deadlines of Duke TIP as a whole and of specific units within Duke TIP.

Technology Skills: Computer proficiency: Microsoft suite (Excel, Word, Power Point, and Outlook), Google suite and other databases. Demonstrated experience working with databases, general reports, survey-builders, budgets and spreadsheets.

Physical Location of Job:

Building Name: Power House; 300 Fuller Street, Durham, NC 27701

The intent of this job description is to provide a representative and level of the types of duties and responsibilities that will be required of positions given this title and shall not be construed as a declaration of the total of the specific duties and responsibilities of any particular position. Employees may be directed to perform job-related tasks other than those specifically presented in this description.

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