



TITLE: Community Engagement Coordinator
REPORTS TO: Crystal Gonzalez, Semillitas Director
LOCATION: Watsonville (Hybrid)
CLASSIFICATION: Full Time, 40 hours per week
PAY: \$63,000-\$80,000 based on experience

Please send resume and cover letter to: info@sccvonline.org

About Ventures

We're working to create the world we want in partnership with rural Latino working-class families in California's Central Coast to ensure a shared and equitable economic future for all.

Our transformational programs make certain that individuals understand and use their economic and political power. From building their savings to advocating for a living wage, our approach builds community and connects financial stability, wealth building, and self-determination.

Our work creates dignity by recognizing, acknowledging, and valuing our community members' leadership in making change happen. Together, we are working towards a shared and prosperous economic future where zip code, race, gender, or immigration status do not dictate income or wealth.

We believe that:

- Money, and how it is earned, used, and implemented to build wealth and financial systems, is a key component to building wellbeing and a vibrant society.
- We must be intentional and explicit in our work towards racial and gender equity, as social systemic oppressions, including those based on race and gender, are replicated and augmented through the current economic system and related policies.
- Local economies and equitable distribution of income and wealth provide the greatest return and align best in creating wellbeing.
- Money and financing are not well understood and there is a level of mystification around the topic that prevents engagement.

We work in ways that:

- are family centered and culturally appropriate;
- remove system level barriers to economic equity;
- provide leadership development and financial education for children and youth;
- develop new financial and asset building vehicles; and
- lift and leverage the great work already being done.

Our geographic reach encompasses Monterey, San Benito, and Santa Cruz Counties. Ventures is Latina, immigrant-led organization.



Job Description

This job description is intended to describe the general nature of the work performed by employees in this job. It is not an exhaustive list of all the job's responsibilities. At Ventures, all jobs include broad responsibilities for continually improving the processes we use.

Under the direction of the Semillitas program director, the Community Engagement Coordinator plays a central role in advancing and promoting Ventures' work to build a compassionate and equitable local economy that contributes to our communities' well-being.

A key member of a values driven and team-focused leadership team, the Community Engagement Coordinator conducts ongoing outreach to various stakeholders to increase knowledge, engagement, and impact of Ventures' programs, with a special focus on:

- **Semillitas** – providing a children's college savings account to all Santa Cruz County newborns and pairing this with parent engagement and outreach.

The Community Engagement Coordinator builds relationships and engagement opportunities with current and prospective program participants. All activities will support Ventures' goal of increasing program awareness, building word-of-mouth advocacy within relevant demographics, and building key partnerships. The position requires the ability to support programs and projects with a diverse array of stakeholder groups including community leaders, internal staff, and families. Evening and weekend hours are expected.

All Ventures staff must be able to work independently, under minimum supervision, and act on their own initiative. The ability to communicate and coordinate effectively and support activity will be critical.

Regular Duties

- Engage community members, nonprofit partners, and others on Ventures' programs, impact, and overall work.
- Provide program engagement through presentations, events, meetings or other necessary communications with community and other stakeholders to facilitate engagement in programs.
- Perform necessary administrative functions including, but not limited to following up on referrals and appointments, and regular tracking and reporting of engagement activities.
- Closely track, measure, and evaluate individual performance and effectiveness, leading to continuous improvement in outreach efforts to maximize program impact.



- Advance planning and development of weekly schedules of activities in alignment with outreach strategies and targets as coordinated with management.
- May lead, guide and train lower-level staff, student employees, volunteers, and/or interns, as appropriate.
- Field phone calls and emails from the community regarding programs and volunteer opportunities.
- Other reasonable duties as assigned.

Physical Demands and Work Environment

The Community Engagement Coordinator is frequently required to drive, walk, and climb stairs. They must occasionally lift and/or move up to 20 pounds. They must have the ability to drive a personal vehicle, as needed. The work environment is primarily within an indoor office environment or comparable space (remote work from home, for example), with occasional exposure to outdoor weather when traveling to program sites.

Qualifications

- Believes in Ventures' Vision, Mission, and approach to work. Embodies Ventures' Values
- Knowledge of equity frameworks, specifically racial and gender equity preferred
- Bilingual (English/Spanish) required; bi-literate and bi-cultural strongly preferred
- Experience in Financial Capability and Asset Building strongly preferred
- Strong computer skills including proficiency in Microsoft Office (Outlook, Excel, and PowerPoint) as well as other data management systems and reporting tools
- Proven skills and experience in providing assistance to community members and community-based organizations highly desired
- Experience in community outreach and organizing.
- Ability to take initiative and proactively manage multiple and sometimes competing tasks and projects while satisfactorily meeting deadlines and desired outcomes.
- Detail-oriented with excellent written and verbal communication skills.
- Solution-focused: able to analyze administrative, financial, and technical problems and recommend effective solutions.
- Ability to thrive in a fast-paced environment.
- Valid California Driver's License.