

**BETC - Recruitment and Community Outreach  
Coordinator  
Worcester Polytechnic Institute**

Direct Link: <https://www.AcademicKeys.com/r?job=242434>

Downloaded On: Aug. 10, 2024 11:21am

Posted Jul. 31, 2024, set to expire Nov. 27, 2024

<b>Job Title</b>	BETC - Recruitment and Community Outreach Coordinator
<b>Department</b>	Biology & Biotechnology
<b>Institution</b>	Worcester Polytechnic Institute Worcester, Massachusetts
<b>Date Posted</b>	Jul. 31, 2024
<b>Application Deadline</b>	Open until filled
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Classified Staff
<b>Academic Field(s)</b>	Child and Social Services
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**Job Description**

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**JOB TITLE**

BETC - Recruitment and Community Outreach Coordinator

**LOCATION**

Worcester

**DEPARTMENT NAME**

Biology & Biotechnology Department-JM

**DIVISION NAME**

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Worcester Polytechnic Institute - WPI

**JOB DESCRIPTION SUMMARY**

The Biomanufacturing Education and Training Center at WPI (BETC), is a 10,000 square foot, pilot-scale lab facility where theory is put into practice, providing both novice job seekers and experienced industry professionals, hands-on workforce training programs in Biomanufacturing.

These programs target new entrants to the workforce, experienced job seekers, career changers, professionals already working in the life sciences industry, and marginalized populations underrepresented in the industry by providing them with technical hands-on training, career coaching, and wrap-around assistance and support to help them overcome barriers and achieve success.

The BETC is currently seeking an experienced, self-motivated, and organized marketing and outreach professional that can assist with recruiting individuals to Pathmaker-sponsored training programs and support the development and implementation a unified marketing and outreach plan.

**JOB DESCRIPTION**

As a member of the BETC team, the Recruitment and Community Outreach Coordinator will be responsible for the recruiting and enrolling applicants into training programs, while working with various community-based organizations, workforce agencies and wrap-around services providers that may refer their clients to the BETC. The essential role of the Recruitment and Community Outreach Coordinator is to elevate the profile of the BETC in Worcester, or more broadly in Central Massachusetts and the surrounding communities. This includes recruiting individuals to participate in Pathmaker-sponsored training programs, building institutional relationships with referral agencies in Central Massachusetts, and attending and hosting marketing events that promote the BETC.

Recruitment Responsibilities:

- Recruitment of prospective students for Pathmaker-funded training, working with BETC staff, community-based organizations, industry partners, and workforce agencies to plan and execute strategies to attract diverse participants (i.e., ethnicity, gender, socio-economic background, veteran status, etc.) from within the state of Massachusetts.
- Collaborate with community organizations, wrap-around services providers, educational institutions, employers, industry associations, and other workforce stakeholders to identify potential candidates and establish referral networks for program recruitment, establishing a database of the information, relationships, and outcomes with analysis and reporting.
- Act as the primary resource providing applicant support, facilitating and reviewing applications,

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conducting interviews, and assessing candidates' qualifications, skills, motivation, and readiness for training programs.

- Lead the BETC team and Program Evaluator in monitoring program effectivity through established metrics and generating reports through maintenance of accurate applicant records.

**Outreach Responsibilities:**

- Foster an inclusive learning environment at the BETC by helping to promote the importance of diversity and inclusion within the workforce training program at the BETC, through applicant advocacy, facilitating workshops, and monitoring effectivity of DEIB initiatives.
- Plan and coordinate community outreach campaigns and events throughout the year and will attend the community events of partner organizations as needed, establishing and strengthening workforce development resources, such as recruitment events, job fairs, employment workshops, etc.
- Coordinate and host information sessions and tours of the BETC promoting the BETC workforce training programs, in companion with external events, showcasing success stories representing different backgrounds through past student testimonials.
- Establish and maintain a marketing strategy, leveraging social media, community forums, local newspapers, and online platforms targeting diverse communities emphasizing the BETC's commitment to diversity, individually and in support of the broader team.
- Collaborate with members of the BETC staff in creating and maintaining social media sites and related handles (Instagram, LinkedIn, Facebook, etc.), updating the BETC's website and related landing pages, creating and distributing surveys and questionnaires.
- Design, create and post content on social media pages: flyers, posters, videos, reels and short animations, and create and maintain digital content library and repository to store and retrieve content.

**Preferred Qualifications:**

- Associate's degree from an accredited institution with at least 1 - 3 years of relevant experience in recruiting, outreach, and digital marketing.
- Strong communication and interpersonal skills, both within the team and especially in working with diverse student populations with varied levels of educational preparation.
- Proven experience and knowledge of recruitment strategies, candidate assessment techniques,

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and outreach methodologies, particularly as related to workforce development programs, employment services, and career pathways.

- Strong project management skills, particularly in relation to event coordination, as evidenced by both independent and collaborative work, moving projects to successful completion, leveraging relationships with team members and subject matter experts throughout the organization
- Ability to quickly respond to changing priorities and work on multiple projects concurrently
- Demonstrated analytical, critical thinking, and problem-solving skills and proficiency in data management and reporting tools
- Experience with social media platforms such as: Instagram, Facebook, LinkedIn, etc., project management and collaboration tools such as: MS project and Teams; photo and video editing applications such as: Adobe Suites, Canva; and web automation applications

This is a temporary position ending on September 30, 2025 with the possible option for continued employment dependent on new funding cycle.

Hours and wages: approximately 20 hours / wk. at \$25 hr.

### **FLSA STATUS**

United States of America (Non-Exempt)

**WPI is an Equal Opportunity Employer that actively seeks to increase the diversity of its workplace. All qualified candidates will receive consideration for employment without regard to race, color, age, religion, sex, sexual orientation, gender identity, national origin, veteran status, or disability. It seeks individuals with diverse backgrounds and experiences who will contribute to a culture of creativity, collaboration, inclusion, problem solving, innovation, high performance, and change making. It is committed to maintaining a campus environment free of harassment and discrimination.**

**To apply, visit:** [https://wpi.wd5.myworkdayjobs.com/en-US/WPI\\_External\\_Career\\_Site/job/Worcester/BETC---Recruitment-and-Community-Outreach-Coordinator\\_R0002893](https://wpi.wd5.myworkdayjobs.com/en-US/WPI_External_Career_Site/job/Worcester/BETC---Recruitment-and-Community-Outreach-Coordinator_R0002893)

### **About WPI**

WPI is a vibrant, active, and diverse community of extraordinary students, world-renowned faculty, and state of the art research facilities. At WPI, we have competitive and comprehensive benefits, including health insurance, long-term care, retirement, tuition assistance, flexible spending accounts, work-life

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balance and much more.

**Diversity & Inclusion at WPI**

WPI is committed to creating an inclusive workplace where everyone feels valued and respected; a place where every student, faculty and staff member can be themselves, so that they can study, live, and work comfortably, to reach their full potential, and make meaningful contributions in order to meet departmental and institutional goals. WPI thrives on innovative practice and welcomes diverse perspectives, insight, and people from diverse lived experiences, to enhance the community environment and propel the institution to the next level in a competitive, global marketplace.

**Contact Information**

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

**Contact**

N/A

Worcester Polytechnic Institute

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