

# Recruitment And Engagement Manager

New York Early Childhood Professional Development Institute

Brooklyn, NY

Other

Full-time

Hybrid

\$58,000 - \$62,000 a year

Posted on May 31, 2022

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## Job Description

QUALITYstarsNY is New York State's Quality Rating and Improvement System for early childhood education programs in all regulated settings. QUALITYstarsNY exists because early childhood educators across the state deserve support to engage in continuous quality improvement. QUALITYstarsNY provides individualized, comprehensive support to hundreds of early childhood programs across New York State and continues to expand participation. Programs participating in QUALITYstarsNY are rated on a 5-Star scale every three years and are supported with a full complement of resources to improve and sustain their quality – all at no cost to their program.

## GENERAL DESCRIPTION

QUALITYstarsNY is currently expanding services across the state to support early childhood programs in their continuous quality improvement efforts. The Recruitment and Engagement Manager has an essential role in the expansion as they partner with the QUALITYstarsNY team to create a strategy to recruit early childhood programs in all regulated settings to participate in QUALITYstarsNY. They will be responsible for managing and executing the recruitment strategy. The Recruitment and Engagement Manager reports directly to the QUALITYstarsNY Director of Systems and Administration.

This is a new position on the QUALITYstarsNY team and will require a detail-oriented, organized, innovative thinker to develop the role and the work. As a member of the Central Office team for QUALITYstarsNY, the Recruitment and Engagement Manager role will be a key position that helps communicate with internal and external stakeholders to ensure the smooth execution of the expansion of QUALITYstarsNY.

## **Responsibilities**

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### **RECRUITMENT**

- Manage the recruitment and enrollment of licensed or regulated early childhood programs across New York State into QUALITYstarsNY and Start with Stars
- Create and implement a communications strategy around recruitment of potential participants with the support of the Director of Systems and Administration and the Communications and Outreach Manager
- Develop recruitment strategies to attract programs serving special populations and within designated areas in regions across New York State, as defined by QUALITYstarsNY
- Provide technical assistance to enrolling programs to ensure they successfully complete the multi-step application process
- Report to the team regularly about progress and completion of recruitment goals
- Support the creation of recruitment materials and manage their distribution
- Run data reports and track recruitment metrics to support overall recruitment planning
- Attend and track community-based events to provide an introduction/overview of QUALITYstarsNY services

### **ENGAGEMENT**

- Host Information Sessions for potential participants and external stakeholders that provide an overview of QUALITYstarsNY services and details about the participation and application process
- Partner with Quality Improvement Specialists to complete orientation sessions for onboarding programs
- Support Director of Quality Improvement in onboarding of new Quality Improvement Specialists about recruitment and application processes
- Engage in building relationships with key stakeholders, representing and promoting the work of QUALITYstarsNY for various audiences
- Conduct regular outreach to programs including; mailings, cold calls, and emails, including special outreach to newly enrolled programs
- Learn, manage, and communicate about the QUALITYstarsNY data systems as it relates to the role, including the application process
- Present recruitment data to internal and external stakeholders as requested

- Attend and contribute to project planning meetings and the development of the annual project calendar
- Contribute content for blog and social media posts as relates to recruitment strategy milestones

## **OTHER DUTIES**

- Attend staff meetings and trainings as required.
- Perform special projects and other duties as assigned.

## **Qualifications**

### **Minimum Qualifications**

- Bachelor's degree or higher in early childhood education/child development, communications or marketing, or a related field
- Experience in developing or contributing to a communications and outreach plan
- Experience running reports and performing data analysis for the purpose of presenting data to stakeholders
- Demonstrated strong analytical skills through previous work with spreadsheets and databases
- Demonstrated verbal and written communication skills, with the ability to summarize complex issues for different audiences of both internal and external stakeholders
- Working knowledge of the early childhood education landscape in New York State

### **Preferred Qualifications**

- Spanish or other language fluency
- 2 or more years of experience successfully recruiting programs and/or enrolling participants and families on a large scale, preferably within an early childhood program or system
- Experience creating marketing materials
- Experience developing social media content for use as part of social media campaigns or communications
- Experience with Adobe Creative Suite

### **Physical Requirements**

- This position operates in a professional office environment located in Brooklyn, NY, and is currently hybrid, working 70% in the office. This role routinely uses standard office equipment such as personal computers, laptops, tablets, smart phones, photocopiers, filing cabinets and

presentation equipment.

- While performing these duties, the employee is required to perform physical activities such as, but not limited to, lifting items (up to 20 pounds), bending, reaching, and sitting for prolonged periods of time. Reasonable accommodations will be made for employees with disabilities or other needs per RFCUNY policies.
- Ability to travel to other sites as needed.
- As of May 27, 2022, all candidates will be required to provide proof of being fully vaccinated against COVID-19 upon commencing employment. Exemption (medical or religious) requests to this requirement will be considered in accordance with applicable law and criteria. Being fully vaccinated is defined for this purpose as two weeks after a final dose in primary series of an authorized COVID-19 vaccine (example: two weeks after the second dose of a two-dose vaccine such as Moderna or Pfizer, or two weeks after a single dose vaccine such as Johnson and Johnson). Final candidates must be fully vaccinated as of their first day of employment. Newly hired employees will be sent an email with instructions on how to upload their vaccine information on the Research Foundation portal.

## **Application Instructions**

### **How to Apply**

Provide a resume and cover letter specifying your qualifications, experience, and interest relevant to this position.

### **EEO Info**

We are committed to enhancing our diverse academic community by actively encouraging people of all race, color, religion, gender, gender identities or expressions, sexual orientation, national origin, genetics, disabilities, age, or protected veteran status to apply. We take pride in our pluralistic community and continue to seek excellence through diversity and inclusion. The Research Foundation of the City University of New York is an Equal Opportunity/Affirmative Action/Americans with disabilities act/E-Verify employer.