

Scarlet Hope[®]

LOUISVILLE

Outreach Director

May 2021

Your chief goal as Outreach Director is to carry out the mission of Scarlet Hope which is to share the hope and love of Jesus with women in the Adult Entertainment Industry (AEI). All of your roles and responsibilities should be viewed through this lens. Through Outreach, this position will advance the Gospel of Jesus Christ by engaging women and connecting them to Scarlet Hope programs.

The Outreach Director is responsible for the overall planning, development and deployment of this vision into the city of Louisville. This requires a person with proven abilities in planning and implementing programs, equipping volunteer staff, working with community organizations and marketing the ministry to the broader community.

Accountable to: Executive Director

Roles & Responsibilities

1. Program Planning and Implementation

- Carry out the mission of Scarlet Hope through Outreach
- Develop and implement strategies that will reach women in the ever-changing Adult Entertainment Industry with the Gospel
- Oversee the annual budget of the outreach ministry. Keep records of receipts, approve spending, and create ways to be resourceful and good stewards of the money God has given to the ministry
- Coordinate weekly Outreach Events (Club Outreach, Hope for Her, Text Outreach, etc)
- Ensure the proper care and use of Outreach facilities

2. Team Oversight

- Supervise 1 full-time Employee and 1 part time Intern
- Recruit, train and onboard volunteer Outreach team members
- Provide ongoing care and training for each team member
- Create plans to develop high caliber staff and interns on the Outreach Team
- Coordinate Outreach Team to assist in the execution of the outreach programming
- Ensure responsibilities and duties of your direct reports are being executed with excellence
- Evaluate the needs of your team and train each person for the effectiveness of their job

3. Client Care

- Ensure that interactions with clients by Outreach team members are trauma-informed and gospel-centered
- Intake women for their first meeting with the ministry
- Engage clients, addressing spiritual and physical needs
- Assess client needs and work alongside Case Manager to create a care plan.

4. Partnerships and Resources

- Maintain partnerships with existing resource partnerships
- Develop new partnership in the community
- Collaborate with the Case Manager and Career Development Program Director to maintain a comprehensive resource database

5. On-the-Job Service Site Coordinator

Career Development Program participants receive On the Job Training experience by working in the Outreach Program. As the Director of Outreach, you would facilitate this experience.

- Determine specific job responsibilities for Career Development Program interns during On the Job Training
- Oversee the development of training to support the responsibilities assigned
- Perform certifications of both soft and hard skills established in On the Job Training

6. Administrative/Other

- Complete administrative tasks such as maintaining records, recording metrics, etc
- Communicate with Volunteers, Resource Partners, and Clients regularly using newsletters, social media, etc
- Manage in-kind donation intake and distribution
- Participate in a collaborative Leadership Team with the Executive Director and CDP Director
- Assist in the planning and execution of the Annual Gala, Women's Tea, and other special events.

There will be miscellaneous tasks and responsibilities that may be designated to you during your role as Outreach Director. It is your job to prioritize and focus on what's most important and delegate each task or responsibility that you can. We will continue to evaluate and direct your responsibilities as we grow and develop Scarlet Hope. Flexibility is key.

Minimum Requirements

- Associate's Degree in a Related Field
- Experience managing a budget of \$50,000
- Experience managing a team of at least 2 people
- Experience in engaging a vulnerable populations
- Passionate about evangelism and ministry to women in the AEI