



Digital Outreach Coordinator, Operation Connect

Position: Full Time / Regular / Exempt

Supervisor: Manager, Operation Connect

SUMMARY: This position is primarily responsible for one-on-one outreach to individual Veterans, especially those not connected to the VA or other Veteran service organizations, and digital outreach to broader Veteran groups through social media platforms. Outreach includes screening, education, services coordination, referral, support and follow-up. He/she will research and facilitate communication and partnerships with entities including homeless coalitions, Veteran organizations, faith-based institutions, academic institutions, and federal, state, and local government. The position performs a variety of specialized and administrative functions to increase Operation Stand Down Tennessee's visibility through the development and distribution of information and materials through digital channels including website, e-newsletter, and social channels. This position has frequent duties outside normal working hours.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Digital Outreach

1. Create and execute social media content including, but not limited to, Facebook, Instagram, X, and LinkedIn.
2. Position OSDTN as a subject matter expert and a pipeline of relevant Veteran information online, including pushing content to externally facing staff for distribution through their online and social networks (i.e., personal LinkedIn pages)
3. Knowledge of emerging social media trends to create and/or expand OSDTN presence and engagement of Veterans
4. Facilitate marketing campaigns, create timelines, and help plan events, as needed.
5. Create and monitor digital invitations and ticket sales for Veteran meetups through platforms such as Eventbrite.

Engage in transition, at-risk suicide or resource disconnected Veterans:

1. Identify and provide outreach services to eligible individual Veterans and their families in transition, at highest risk of suicide or not receiving health care or other services furnished by the VA.

2. As directed, participate in suicide prevention coalitions.
3. Maintain documentation of services rendered including individual services and aggregate reporting.

Engage at-risk homeless Veterans:

1. Provide outreach services to individual Veterans and their families who are homeless and/or at risk of homelessness.
 - Target “hard-to-reach” and low-income Veterans and families.
 - Assist with Point in Time counts to identify homeless Veterans.
 - Assist with Veteran access and use of agency and community temporary assistance resources.
 - In coordination with Director, Supportive Services and Housing Resource Navigator, engage and educate landlords about benefits of housing Veterans and their families.
2. Maintain documentation of services rendered including individual services and aggregate reporting.

Establish and sustain partnerships:

1. Implement agency’s strategic outreach plan, primarily developing, improving and/or sustaining relationships with various organizations including:
 - Veteran Service Organizations and other non-profits aiding Veterans and their families.
 - Faith communities
 - Colleges, universities, tech schools
 - Veteran resource groups
 - Social media groups
2. In conjunction with the Manager, Community and Special Events and career services team, develop and execute connection and career networking events such as “Veteran Meetups” and “Industry Insights with a Veteran Leader,” etc.
3. Promote and educate the community about the value Veterans bring to middle Tennessee and represent OSDTN at various Veteran and other regional events.
4. Create data analytics to monitor, report on and improve the effectiveness of various events and relationships.
5. Maintain documentation of activities including individual events and aggregate reporting.

General Duties:

1. Adhere to Agency and Department policies and procedures.
2. Participate in Agency and Department meetings and events, collection of data/information, and Quality Improvement Monitoring and Review.
3. Perform other duties as assigned.

QUALIFICATIONS:

Bachelor Degree preferred; and/or one or more years of experience in case management, community services and/or Veteran services. Must have experience managing social media.

OTHER SKILL, ABILITIES, AND QUALIFICATIONS:

- Veteran, strongly preferred.
- Comprehensive knowledge of or experience in the Middle Tennessee region's Veteran, community (especially homeless), housing, employment services and resources.
- Excellent customer service skills: energetic, outgoing, engaging and personable.
- Excellent multi-tasking and time management skills.
- Compassionate, energetic and team focused.
- Ability to create content, schedule posts, moderate comments/messages, create events.

BENEFITS:

Fun, mission driven culture; excellent PTO policy; 401K and subsidized health care, dental and vision plan.

HOW TO APPLY:

A resume and cover letter should be submitted to jobs@osdtm.org. No phone calls please. Selected candidate must pass a drug test and background check.

OSDTN is an equal opportunity provider of services and an equal opportunity employer-Civil Rights Act of 1964 and Americans with Disability Act of 1990. If you require support or adjustments during the job application or interview process, please contact us via email at jobs@osdtm.org or call 615-248-1981 and ask for HR. OSDTN is committed to complying with federal and state laws regarding individual needs, ensuring reasonable accommodations for applicants and candidates who may require assistance.

As of May 2024