

**National Alliance on Mental Illness – Metropolitan Baltimore
Program and Outreach Coordinator**

POSITION SUMMARY:

Established in 1983, NAMI Metropolitan Baltimore is a grassroots organization with the mission to improve the lives of individuals living with mental illness and their families through education, support, and advocacy. We offer focused and effective education and support programs tailored for varied audiences including individuals with mental illnesses, family members and caregivers of those with mental illnesses, direct service providers, and the general public. NAMI Metropolitan Baltimore is currently providing services to more than 9,400 individuals, more than doubling our impact numbers since 2014.

Reporting to the Director of Outreach and Special Projects, the Program and Outreach Coordinator is responsible for provider and public outreach efforts, as well as program assistance and evaluation. He/she will work with the Director of Outreach and Special Projects to strategically determine an annual calendar of outreach activities, recognizing that special opportunities may arise during the year. He/she will also provide the Director of Outreach and Special Projects with support by carrying out select projects germane to the delivery of NAMI programs and necessary for the successful fulfillment of strategic program goals. The Program and Outreach Coordinator will hold responsibility for analyzing outcomes from NAMI Metro Baltimore's newest initiatives, Rapid Referral and Primary Care Physician Outreach, and for delivery metrics associated with these pilot programs. These programs have a shared goal of improving the outcomes for patients and families at inpatient and primary care settings.

The Program and Outreach Coordinator is responsible for the recruitment, training, and placement of volunteers for program, outreach, administrative and miscellaneous activities. He/she will work with the Director of Outreach and Special Projects to respond to identified needs by matching capable, responsible volunteers to appropriate roles. It will be the responsibility of the Program and Outreach Coordinator to ensure that each volunteer is appropriately trained (by NAMI Maryland or internally as needed), to identify training needs, to schedule training opportunities, and in some instances, to facilitate training.

This is a full-time benefited position.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Core duties and responsibilities include the following. Other duties may be assigned.

- Ensure that NAMI Metro Baltimore is strategically and effectively represented in the provider community and in the general public.
- Plan and coordinate the delivery of information sessions as it relates to NAMI Metro Baltimore's Primary Care Outreach initiative, Mental Health Forums, and other outreach events including identifying topics, speakers, locations, and marketing efforts.

- Carry out strategic goal-related projects and activities as directed by the Director of Outreach and Special Projects.
- Develop and maintain strong working relationships with identified partners.
- Maintain organized quantitative and qualitative data for all outreach activities and programs under their purview.
- Recruit, screen and place an adequate number of volunteers to staff NAMI Metro Baltimore programs. Communicate effectively with Director of Signature Programs to ensure class needs meet expected results from outreach initiatives.
- Work with NAMI Maryland and/or the Director of Outreach and Special Projects to ensure that volunteers are trained for and placed in appropriate roles, based on their level of commitment, skill set, personality, and job preference.
- Evaluate the volunteer program annually to increase engagement and retention of participants.
- Ensure the quality of the volunteer experience for both the volunteer and those receiving service from the volunteer.
- Design and implement Volunteer Appreciation Week.
- Establish and/or nurture strong working relationships with existing and potential partners who have the capacity to provide volunteers to NAMI-Metro Baltimore.
- Provide support to NAMI Metro Baltimore's NAMIWalks outreach efforts including registration instruction/assistance, recruitment efforts for participants and volunteers, fundraising communication and encouragement, and outreach event planning.
- Provide support to Deputy Director for day-to-day social media management, website management, Google Ads management, and E-newsletters.

KNOWLEDGE, SKILLS, ABILITIES:

- Strong written and oral communication skills.
- Strong interpersonal skills.
- Knowledge of all NAMI National services and programs.
- Capacity and organizational skill to effectively manage a large volunteer corps
- Ability to multi-task.
- Ability to work successfully with a wide array of personalities and constituencies.
- Attention to detail.
- The ability to represent the organization with professionalism and a strong sense of passion for its work.
- Proficiency in Word, Excel, Outlook
- Working knowledge of Salesforce or a similar database program
- Data entry accuracy

QUALIFICATIONS:

- Bachelor's Degree

- Volunteer or work experience in a similar position desired.

WORK CONDITIONS/ADDITIONAL RESPONSIBILITIES:

- While the office is the primary work environment, this position does require out-of-office meeting and activities.
- This position will typically work during normal working hours, but occasional evenings and weekends are required.
- Ability to lift 20 pounds or more.
- Personal transportation required.