

Host Family Outreach Coordinator

Job Description
(as of September, 2019)

Homestay "evangelist" for international exchange program visitors needed! Do you thrive and shine when involved in the community? Does learning about other cultures excite you? If so, you might be the ideal Host Family Outreach Coordinator for Legacy International.

This part time, remote position begins January 6, 2020 for a person who lives in Roanoke, Blacksburg, Bedford or Lynchburg, Virginia.

Our Company. Our Mission.

[Legacy International](http://www.legacyintl.org) equips emerging leaders to transform their values and vision into sustainable success. Our programs and services help people of all ages form collaborative teams around shared values, develop entrepreneurial mindsets and business models, promote social responsibility and lead to peaceful, sustainable communities. Since 1979, projects and initiatives have involved professionals, community leaders, and youths from 110 countries. Legacy is funded by multiple federal and private grants, fee-for-service income, gifts and donations. Significant support comes from the U.S. Department of State. We are headquartered in Bedford, Virginia with additional employees working in New York and Washington, DC.

General Scope of Work.

The Host Family Outreach Coordinator works in collaboration with Legacy Project Directors to secure homestay placements, networking within the local communities. (<http://www.legacyintl.org/get-involved/host/>) This entails:

- Conducting outreach for hosts via events, visits (schools, churches, civic groups, etc.), internet/digital media, mailings, and telephone calls to fill placement needs.
- Maintaining and fostering the growth of the homestay network on a year round basis through community events such as "Local Colors" in Roanoke, Virginia and other area civic activities (Rotary, church events, Kiwanis, etc.)
- Conducts home visits and orientations for new families.
- Monitors homestay experience and solicits feedback from families at the conclusion of placement.

This is a part time, independent contract position. Hours are flexible and vary depending on project timelines.

2020 Projects needing short term homestays include:

- [Professional Fellows Program](#) – Blacksburg and Roanoke families needed for one week in Spring (April 12-19, 2020) and Fall (Sept 27-Oct 4, 2020). English speaking adults from the Middle East and North Africa. (38 guests divided up between Spring & Fall; 2 Fellows placed with each host family.)
- [Tech Girls](#) – Regional (Blacksburg, Roanoke, Bedford, Lynchburg, Smith Mountain Lake) homestays needed for two summer weekends. English speaking teenage girls from the Middle East, North Africa & Central Asia. (52 Tech Girls are divided up between one of two weekends; dates TBD; 2-3 girls/host family.)

Specific Responsibilities.

Outreach Strategy & Recruitment

1. Utilize existing marketing channels to increase exposure of Legacy's homestay opportunities in the local community, and increasing host family recruitment sources.
2. Maintain contact with host family network. Expand the network of potential hosts through events, holiday cards, and social media.
3. Based on homestay placement needs as identified by Project Directors, review and revise homestay outreach recruitment strategy and criteria, identifying areas (cities) where attention should be focused.
4. Research new outreach opportunities for host families (churches/synagogues/civic groups, ads, referrals from old host families, Volunteer Match website, etc.)
5. Develop campaign for specific audiences (with Project Director), targeting groups with interests that may tie them to incoming group (e.g. public health professionals, special needs educators).

6. Recommend updates for homestay pages on Legacy's web site.
7. Write copy / posts for Legacy's Facebook and Linked In pages, etc. to outreach for families.
8. Document / maintain homestay leads in database (alumni families and new leads).
9. Recruitment host families for Legacy exchange programs based on identified criteria for each project.
10. Screen interested families through home visits, applications. Call family leads; get "buy in" to host.

Once Host Families are Secured

11. Write profiles of each host family along with accurate, complete address and contact information.
12. Initiate and track criminal background checks for those hosting minors (under 18) in collaboration with Legacy's HR Coordinator who actually reviews reports and reports back to Host Family Coordinator.
13. Recommend placement matches. Collaborate with Project Director to finalize placements.
14. Collaborate with Project Director to determine transportation needs during homestay period as it relates to host family expectations and program needs. (Pick up and drop off times and locations.)
15. In collaboration with Project Director, design and conduct an orientation for the host families, including orientation materials. (In-person or virtually; as a group or individually. Varies depending on program, length of homestay, geographic spread and number of new families versed alumni hosts.)
16. Monitor host family experience during homestay period, providing advice and support as needed; reporting relevant information to Project Director in a timely fashion.
17. In collaboration with the Project Director, set-up a closing appreciation event for families and guests.

Post Hosting Tasks

18. Thank you notes / gifts.
19. Post hosting survey.
20. Update database and notes regarding each family and possible new family leads for future efforts.

Minimum Qualifications.

1. Experience with international exchange programs, either as a participant in an exchange program, previous home stay host or through professional work. Is readily able to articulate the value and benefits of international exchanges to U.S. audience.
2. People oriented; strong "people skills". Works well with many different types of people during in-person, phone or on-line interactions. Works well and effectively as part of a team and with diverse people.
3. Excellent written communication, verbal communication, and problem-solving skills.
4. Creative and interested in exploring a variety of marketing channels. Marketing and/or public relations experience ideal, but not required.
5. Self-motivated. Demonstrated ability to work without direct oversight and manage multiple tasks simultaneously.
6. Sound judgment; professional handling of confidential information.
7. Strong computer skills, particularly with Microsoft Word and Excel and email communications.
8. Demonstrated awareness of and values cultural competency.
9. High School graduate with at least four years post-graduation professional work or university studies
10. U.S. citizen or permanent resident with valid work authorization.

Other Requirements:

11. Valid U.S. driver's license and a reliable vehicle.
12. Available on weekends and evenings as needed for phone calls to/from potential hosts and for occasional events.
13. Available to follow-up on host issues in emergency situations during hosting periods.

Culture, Salary & Benefits.

Legacy International has a successful 40-year track record delivering high quality training programs with ongoing coaching and mentoring. Legacy's Founder, J.E. Rash, embodies social innovation and promotes creative thinking company wide. We have a relaxed dress code and flexible scheduling.

The fee for the described services during 2020 is \$6500. *As an independent contractor, no benefits are provided.*

TO APPLY send a cover letter & resume **by November 3** to **Leila Baz**, HR Coord; staff@legacyintl.org

Legacy International is an Equal Opportunity Employer and seeks qualified applicants to represent diverse geographical, ethnic, religious, and economic backgrounds. Our goal is to select the most qualified person. The competitive standards are set by each group of applicants.