

Full Job Description

Job Title: Director, Growth, Outreach & Admissions

Reporting to: CEO

ABOUT ANCHOR HOME

Anchor Home is a dynamic fast-growing human services organization in Baltimore, Maryland dedicated to delivering best-in-class services and experiences to individuals living with intellectual and developmental disabilities. Anchor Home prides itself on providing exceptional person-centered services designed around the people we serve. Our programs include Residential Services, Community Development Services and Personal Supports.

At Anchor Home we champion diversity and innovation. We are professionals from various backgrounds, experiences, cultures, and walks of life, coming together to make a difference in the lives of the people we serve.

ABOUT THE POSITION

Anchor Home is seeking a Director of Growth, Outreach & Admissions responsible for establishing and nurturing strong relationships and strategic partnerships to advance the organization's growth initiatives. The primary purpose of this position is to lead client acquisition and referral development to ensure Anchor Home achieves its growth goals. The Director will be responsible for acquisition and admissions as well as external communications, community outreach and partnerships. The Director will also be responsible for driving development goals, program expansion and revenue growth. The position will be a member of the leadership team and will report directly to the CEO.

The candidate in this role will:

- Manage the full cycle of prospect development for new clients and services to meet client acquisition and revenue goals
- Build key customer relationships with service coordinators, DDA, families, partner agencies and prospective clients
- Successfully convert prospective clients to new clients through referrals
- Responsible for owning the accuracy and integrity of client and program data in Customer Relationship Management (CRM) system
- Organize events for prospective clients, families, coordinating agencies and partners to showcase the unique Anchor Home experience
- Curate content for newsletters, marketing decks, website and social media
- Support research and development for new programs offerings, service expansions, and new markets

- Ensure organizational communication materials adhere to company brand standards
- Identify and submit proposals for grant opportunities

Qualifications:

- 5 + years of leadership experience in the field of human services - developmental disabilities, case management, outreach, development, marketing or admissions.
- Experience working for service coordination agencies (CCS), direct care provider agencies, advocacy agencies or regulatory agencies highly preferred
- Bachelor's Degree is required, preferable in business, marketing, human services, psychology or related fields. Master's degree is preferred
- Experience with various DDA waivers
- Passion for serving people with intellectual and developmental disabilities

Note: Additional related experience and/or education may be substituted in lieu of the requirements specified above under Qualifications.