CARE CENTRE FOR INTERNATIONALLY EDUCATED NURSES

Supporting IEN Careers in Canada

JOB TITLE Outreach Lead – Nurse Reach Project (7-month, full-time contract)

JOB PURPOSE Reporting to the Nurse Reach Project Coordinator, the Outreach Lead will play a key role in expanding the project's reach by proactively identifying and engaging eligible IENs, healthcare employers, and community partners. Through targeted outreach and relationship development, the position will contribute to building a qualified participant pipeline and establishing the community connections required to support employment, relocation, integration, and retention outcomes.

ORGANIZATION

Reports to: **Nurse Reach Project Coordinator**

JOB ACCOUNTABILITIES AND RESPONSIBILITIES

Initial Employer Outreach and Project Introduction

- Identify and initiate contact with potential healthcare employers in rural, and northern Ontario communities.
- Introduce the Nurse Reach Project, communicate its objectives, and raise awareness of the supports available to employers and internationally educated nurses.
- Identify potential employer interest in the project and determine the appropriate contact person for further discussions.
- Conduct initial outreach through email, telephone, virtual meetings, networking activities, and other appropriate communication channels.
- Provide introductory project information and respond to general inquiries about the initiative.
- Document initial employer interest, contact information, and preliminary engagement information to meet funders reporting requirements. Meet the project's requirement of recruiting IENs and employers.
- Facilitate timely and well-documented handoffs of interested employers to the Employment Engagement Lead for detailed discussions regarding workforce needs, vacancies, recruitment, and employment matching.
- Maintain communication with the Employment Engagement Lead to ensure that employer leads are transferred appropriately and followed up on.
- Support outreach campaigns and employer awareness activities as directed by the project team.

2. Initial Engagement with Internationally Educated Nurses

- Serve as an initial point of contact for IENs interested in learning about employment and relocation opportunities through the Nurse Reach Project.
- Conduct outreach to IENs residing in major urban centres across Ontario to increase awareness of opportunities in rural, remote, and northern communities.
- Provide introductory information about the project, its objectives, eligibility considerations, and available supports.
- Respond to general inquiries and help prospective participants understand the next steps in the project process.
- Gather preliminary information about candidates' interest in relocation, preferred locations, employment interests, and potential support needs.

- Refer interested IENs to the appropriate team members for further assessment, employment readiness support, candidate matching, registration-related guidance, relocation assistance, and other services.
- Maintain accurate records of initial inquiries, outreach activities, referrals, and follow-up requirements.
- Foster a welcoming, culturally responsive, and candidate-centred first point of contact.

3. Municipal and Community Partner Outreach

- Initiate contact with municipalities, local economic development offices, settlement organizations, community organizations, and other stakeholders in rural, remote, and northern Ontario.
- Introduce the Nurse Reach Project and explore opportunities for local collaboration and community participation.
- Gather preliminary information about community needs, available supports, and local contacts.
- Maintain a network of community contacts and support ongoing communication as appropriate to the outreach function.
- Participate in community networking events, information sessions, meetings, and presentations to promote project awareness and establish new connections.

4. Stakeholder Relationship Development and Referrals

- Serve as a central initial contact for external stakeholders seeking information about the Nurse Reach Project.
- Maintain clear communication with internal team members to support continuity of service and avoid duplication of outreach efforts.
- Track referrals and handoffs to help ensure that interested stakeholders are connected with the appropriate person.

5. Outreach Coordination, Records, and Reporting

- Maintain an organized database of prospective employers, IEN inquiries, municipalities, community organizations, and other stakeholder contacts.
- Record outreach activities, initial discussions, stakeholder interest, referrals, and handoff outcomes.
- Track the number and type of contacts initiated, leads generated, inquiries received, and referrals completed.
- Prepare regular outreach updates and reports for the project team.
- Contribute to outreach plans, introductory presentations, information sheets, email templates, and other project communication materials.
- Identify emerging opportunities, common questions, and barriers encountered during initial engagement.
- Collaborate with the project team to refine outreach approaches and improve the effectiveness of stakeholder engagement.
- Ensure that outreach records and communications are maintained in accordance with organizational policies and applicable privacy requirements.

6. Team Collaboration and Project Support

- Work collaboratively with CARE Centre for Internationally Educated Nurses, Blue Branch Inc., and other Nurse Reach team members to support the project's objectives.
- Coordinate closely with the Employment Engagement Lead to ensure that employer contacts are transferred promptly once initial interest has been established.

- Maintain clear role boundaries by focusing on initial contact, project introduction, lead identification, and referrals rather than managing ongoing employer recruitment and employment matching activities.
- Refer IENs and community partners to the appropriate project leads for specialized services and ongoing support.
- Share stakeholder feedback and outreach insights to inform project planning and service improvements.
- Participate in team meetings, planning sessions, and project activities as required.

QUALIFICATIONS

- Post-secondary education in community development, communications, business administration, human resources, social services, health administration, public relations, or a related field; an equivalent combination of education and experience may be considered.
- Experience in outreach, stakeholder engagement, community relations, networking, customer service, or partnership development.
- Demonstrated ability to initiate conversations, build rapport, and establish positive relationships with diverse stakeholders.
- Experience working with newcomers, internationally educated professionals, healthcare organizations, settlement agencies, or community-based programs is an asset.
- Familiarity with Ontario's healthcare sector and the challenges facing rural and northern communities is an asset.
- Experience maintaining contact databases, documenting interactions, coordinating referrals, and preparing reports.
- Proficiency with Microsoft Office applications, virtual meeting platforms, and contact management systems.

CORE COMPETENCIES

- **Communication and interpersonal skills:** Ability to introduce programs clearly, engage stakeholders professionally, and establish positive first impressions.
- **Relationship building:** Ability to develop rapport and encourage initial interest and participation.
- **Outreach and networking:** Confidence initiating contact with employers, IENs, municipalities, and community organizations.
- **Coordination and follow-through:** Ability to manage inquiries, track leads, document interactions, and complete timely handoffs.
- **Cultural responsiveness:** Ability to engage respectfully with individuals from diverse cultural, linguistic, and professional backgrounds.
- **Organization and attention to detail:** Ability to maintain accurate records and manage multiple outreach activities.
- **Collaboration:** Ability to work effectively with internal project leads while maintaining clear role boundaries.
- **Initiative and problem-solving:** Ability to identify new contacts, recognize potential partnership opportunities, and direct inquiries appropriately.

PHYSICAL DEMANDS

Light infrequent medium physical demands for lifting, pushing and pulling.
Manual dexterity required to use computer and office equipment

WORKING CONDITIONS Flexibility within program operating hours Frequent travel within Ontario and occasionally through Canada
SALARY RANGE $67,000 to 72,000 (pro-rated to 7 months)
HOW TO APPLY **Send your resume and cover letter to cleblanc@care4nurses.org no later than Tuesday November 10, 2026, 5pm. Please write OUTREACH LEAD in the email subject line.**
We thank all applicants for applying. Only those selected for an interview will be contacted **CARE Centre is committed to diversity in the workplace.**