

Position Description – Youth Coach (Employment Ontario)

Position Description

Position title	Youth Coach (EO)
Location	Youth Team Hub Office (virtual service delivery from onsite office environment)
Reports to	Team Lead, Youth Team
Direct reports	N/A
Community Collaborators	Employment Ontario Service Providers (SPN), community organizations, youth-serving agencies, post-secondary institutions, employment programs
Travel requirements	Minimal; occasional travel for team meetings, training, community engagement, or youth-focused events

Position purpose

A Youth Coach is a digital navigator and peer-informed connector who helps young people successfully access and engage with employment and career services. The Youth Coach delivers virtual support through live chat, app-based engagement, proactive outreach, and resource navigation, creating a welcoming and accessible experience for youth.

This role complements existing Employment Ontario and service provider delivery by offering timely, practical, and youth-friendly support that encourages engagement, reduces service drop-off, and helps youth take meaningful next steps toward employment, training, education, and career goals.

The Youth Coach is not a traditional case manager and does not carry a caseload or develop Employment Action Plans. Instead, the role focuses on micro-coaching, digital engagement, warm referrals, and helping youth navigate available services and opportunities.

Success measures

Customer/Community Collaborator Satisfaction	Positive youth feedback scores; quality and responsiveness of support interactions; youth-reported confidence and satisfaction with services received
People & Team Satisfaction	Number of youth interactions, chat engagements, support requests resolved, content engagement, and resource connections facilitated
Operational Performance	Response times to live chat and digital inquiries; inquiry resolution rates; documentation accuracy; adherence to service standards and escalation protocols

Program Outcomes	Increased youth activation and commencement rates; successful re-engagement of disengaged youth; appointment attendance support; referrals completed through warm handoffs
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Core Responsibilities:

Digital Youth Support & Resource Navigation	- Respond to youth inquiries through live chat, support inboxes, and digital engagement channels. - Explain employment service pathways, resources, and next steps using clear, youth-friendly language. - Connect youth to appropriate Employment Ontario, community, wellbeing, and training resources. - Maintain timely and accurate documentation of interactions in relevant systems. - Apply escalation protocols for complex, urgent, or high-risk situations.
Youth Coaching & Re-engagement	- Provide short-term coaching and practical support related to resumes, interviews, job search strategies, and career exploration. - Conduct proactive outreach to youth who have disengaged, missed appointments, or require additional support. - Encourage participation and help youth overcome barriers to engagement. - Support youth in identifying immediate and achievable next steps toward their goals. - Use a strengths-based, trauma-informed, and inclusive approach in all interactions.
Collaboration, Content & Continuous Improvement	- Coordinate warm handoffs to service providers and community supports, ensuring youth understand next steps. - Contribute to youth-friendly content, FAQs, resource guides, peer stories, and digital engagement activities. - Share youth feedback and emerging trends to support service improvements. - Participate in team meetings, training, quality reviews, and coaching sessions. - Collaborate with colleagues and partners to create a seamless youth experience.
<i>Other duties as required, including going beyond the job description whenever necessary</i>	

Capabilities and experience

- Demonstrated experience in customer service, peer support, coaching, mentoring, youth engagement, community outreach, or employment-related services.
- Strong digital literacy with the ability to confidently navigate chat platforms, virtual communication tools, social media, and web-based applications.
- Exceptional written communication skills with the ability to communicate in a warm, clear, respectful, and youth-friendly manner.
- Ability to build rapport quickly and establish trust with diverse youth populations.
- Strong organizational and time management skills with the ability to manage multiple conversations and priorities simultaneously.
- Ability to work collaboratively in a team-based environment.
- Comfortable working evening shifts and participating in an evening service delivery model.
- Demonstrated commitment to equity, diversity, inclusion, belonging, and accessibility.

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Preferred

- Lived experience navigating employment, education, career transitions, or employment support services.
- Experience supporting youth aged 15-29.
- Knowledge of Employment Ontario services, workforce development, community resources, and youth-serving systems.
- Post-secondary education in social services, community development, employment services, communications, education, or a related field, or an equivalent combination of education and experience.
- Previous experience in digital service delivery, live chat support, customer engagement, or online communities.



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WCG is committed to providing an accessible, barrier free recruitment and selection process. If contacted for an employment opportunity, please advise us if you require accommodation in advance of any part of the recruitment and selection process.