



Job Description- Community Awareness and Recruitment Coordinator (Classification: Non-Exempt)

Basic Function

The Community Awareness and Recruitment Coordinator is responsible for recruiting volunteers to oversee cases, presenting information about CASA programming, events, and services to the public and other stakeholders, and developing and implementing recruitment and retention strategies for maintaining an effective volunteer workforce.

Responsible To

The Community Awareness and Recruitment Coordinator will work under the direction of the Executive Director to ensure program staffing needs and communication needs are met.

Qualifications

- *3+ years of related work experience*
- *High school diploma or GED required, college degree preferred*
- *Knowledge of effective recruitment strategies or willingness to learn and apply new skills*
- *Ability to present information to diverse audiences*
- *Excellent verbal and written communication*
- *Knowledge of social media marketing and engagement strategies preferred, basic computer and internet skills required*
- *High degree of professionalism*
- *Ability to interact in a positive and energetic manner with the public*
- *Flexible schedule to represent CASA at evening or weekend events, as needed*
- *Must have reliable transportation*

Duties and Responsibilities

- *Responsible for developing, coordinating, and facilitating public awareness events and speaking engagements in Liberty and Chambers counties*
- *Plan and execute events that recognize volunteers and donors*

- *Assist with identifying and cultivating relationships with potential donors and financial supporters from individuals, corporations, and foundations*
- *Produce, order, and distribute solicitation and advertising materials*
- *Create and execute a follow-up strategy to all inquiries and volunteer leads, which includes phone, face-to-face, and written communication opportunities*
- *Maintain recruitment notes and records, update and share weekly recruitment pipeline and progress reports with ED and program staff*
- *Communicate frequently with Training Coordinator to ensure good articulation of volunteer candidates to enrollment in training courses*
- *Develop community relationships that result in strong support sources*
- *Work closely with ED to develop and maintain a strong online and social media presence*
- *Represent CASA of Liberty and Chambers counties at public events and venues*
- *Attend weekly staff meetings and communicate with program staff to stay informed regarding program developments and services*
- *Utilize computer software applications and digital tools to create and distribute media that advances CASA recognition*
- *Perform other program functions as needed and as directed by ED*