

Lake Country CASA
Job Description
Volunteer Recruiter

Role:

Responsible for recruitment of CASA advocates for Hopkins, Franklin, and Rains Counties.. Develops strategic planning and develops business relationships with the communities to promote the CASA brand and increase CASA awareness.

Essential Functions & Responsibilities:

Develops and implements a multifaceted strategy to recruit CASA Volunteers throughout the out-lying county service area. Efforts include (but may not be limited to): various types of marketing, public relations, making business and community connections, coordinating CASA participation in events, and making presentations.

Participates in the development and implementation of the organization's marketing efforts. Marketing modes include (but may not be limited to): marketing materials, website, social media, and local press, radio, and television.

Assists in securing financial support for the organization via marketing at special event fundraisers, identifying and maintaining a rapport with potential community financial supporters, soliciting funds and in-kind donations from potential donors, and other approved avenues.

Other duties as assigned.

Performance Measurements:

1. Develops and maintains a volunteer recruitment strategy that successfully attracts qualified and capable volunteers, sufficient for meeting the organization's goals.
2. Creates and manages a recruitment/marketing budget that is fiscally responsible and effectively meets the needs of the organization.
3. Maintains a database of up-to-date outreach statistics that accurately records efforts and measures results.
4. Coordinates effectively with the staff in the recruitment, development, and retention of CASA Volunteers.
5. Coordinates productive Lake Country CASA participation in outlying county fairs and events.
6. Develops and presents effective presentations to community, civic, and professional groups.
7. Designs and writes agency collateral materials which successfully communicates the intended message.
8. Maintains timely contact with local media, preparing professional and informative press releases for events.
9. Successfully educates the public regarding child abuse and neglect.
10. Coordinates and assists with marketing responsibilities at special event fundraisers.
11. Identifies and maintains ongoing contact with potential community financial supporters.

12. Successfully solicits funds and in-kind donations from potential donors.

Knowledge and Skills:

- Experience Two or more years of experience preferred in non-profit management, development, and/or marketing.
- Education Bachelor's Degree preferred, preferably in Public Relations, Business, Marketing, or Non-profit Management.
- Interpersonal Skills Professional oral and written communication skills
Effective presentation and public speaking skills for audiences of all sizes
Ability to interact successfully with diverse populations
Must maintain confidentiality and effectively exercise discretion
- Other Skills Working knowledge of computers and software, including proficiency using Excel, Word, and PowerPoint
Ability to learn to effectively utilize marketing and outreach computer applications
- Physical Requirements This position requires manual dexterity, primarily working with the hands and fingers (75% or more). This includes but may not be limited to key-boarding, writing, and filing.

This position requires the following physical abilities: Sitting (75% or more), Bending/Stooping (up to 20%), Standing/Walking (up to 25%), Lifting/Carrying up to 50 lbs (up to 20%), Pushing/Pulling up to 75 lbs (up to 20%).

This position requires the following visual, hearing, and speaking abilities: Short-range detailed Visual Acuity, Hearing sufficient to communicate effectively, Speak clearly in order to communicate effectively.
- Work Environment This position requires a flexible work schedule which at times will not conform to traditional "business hours."
This position requires the ability and self-discipline to work independently and exercise good judgement, with limited supervision.
Must be a resident of Hopkins, Franklin, or Rains County.

This Job Description is not a complete statement of all duties and responsibilities comprising the position.

Printed Employee Name

Date

Employee Signature