



## **Marketing & Recruitment Coordinator Job Description**

**Reports to:** Outreach Director

The Marketing and Recruitment Coordinator works with the Outreach Director to recruit a diverse and inclusive group of volunteers. Applicants must have a cheerful, willing attitude with a desire to work in a child welfare service area. Applicants should be self-motivated and driven with strong leadership, marketing and PR experience and have the ability to plan, implement and evaluate strategies to include volunteer recruitment, community education outreach and special events. This position requires occasional evenings and weekends.

### **Qualifications**

- Bachelor's degree in Business Administration or related experience.
- Excellent communication skills and should be confident and competent in public speaking and public engagement.
- Ability to speak persuasive large and small groups.
- Knowledge of community resources and agencies.
- Organized and detail oriented.
- An understanding of the local community, volunteer program management and volunteer coordination
- Should be flexible, creative, possess leadership qualities, present a professional appearance and be able to develop good working relationships with a wide variety of people
- Computer literacy and ability to manage caseload within database program
- Ability to convey and interpret information to others in a clear manner, both orally and in writing
- Ability to work under time constraints and maintain effective job performance

### **Preferred Qualifications**

- Bachelor's degree in Marketing
- Two years experience in marketing and PR
- Two years experience as a CASA Volunteer

### **Other Requirements**

- Valid Texas Driver's License and Insurance
- Submit to all necessary Background Checks
- Willingness and Ability to Travel
- Ability to lift 20 lbs

### **Summary of Job Responsibilities**

**Duties and responsibilities include but are not limited to:**

- Develop and assist in the implementation of volunteer recruitment strategies, coordinating with Outreach Director (OD) on the development of a comprehensive recruitment/retention plan.
- Take lead in seeking opportunities and coordinating presenters to speak to local community groups to recruit volunteers, raise community awareness and educate the public on the risks, signs, and reporting laws surrounding child abuse.
- Assist the OD in tracking and maintenance of records for any community presentations given including date, time, groups, number of participants, and number of materials distributed.
- Coordinate with supervisors to obtain the CASA story from volunteers.
- Fielding phone calls from stakeholders, including the community from which CASA draws its resources.

- Managing FB group for CASA staff, board and advocates.
- Assist OD in Submitting events in FB posts and press releases to the media, in our local counties, including local magazines, newspapers, radio, chambers, etc. of CASA events, swear in's, check presentations, training sessions, happenings at the CASA office etc.
- Partners with the program team to encourage participation, send invites, post on web calendar etc.

**Community Relations:**

- Assist Communications Director with fielding inquiries from the media and make pitches to the news media on CASA announcements, public information campaigns and events.
- Maintain and continually update media contact information list (multiple print, radio, television), media collections book and other logs and records for historical documentation.
- Develop CASA related content including articles and ads for local publications.
- Generate publicity and develop PR plans for CASA special events (ex. Fundraisers, Child Abuse Awareness Month, National Adoption Day, and community events).
- Partner with OD to develop strong, professional business relationships with reporters who cover issues of greatest interest to CASA, seek out opportunities for positive coverage of CASA in the media and continue FB posts/boost/live videos to capture and secure partnerships.
- Partner with Program Director to coordinate community donation projects (backpacks /school supplies, toys for Christmas, etc.).
- Secure in-kind donations for various CASA activities.
- Assist with coordination of special events.

The Marketing and Recruitment Coordinator will travel both outside and within the state as needs arise. Travel expenses will be paid as authorized by the Board of Directors and in accordance with the budget. Salary set and administered by the Executive Director and the Executive Committee of the Board of Directors.