

CASA OF EL PASO

POSITION DESCRIPTION

POSITION TITLE: Community Outreach Coordinator/Volunteer Recruiter

REPORTS TO: Chief Program Officer

GENERAL SUMMARY:

Provide leadership for the creation, implementation, and evaluation of a comprehensive volunteer recruitment plan for CASA of El Paso. Increase visibility and awareness of CASA of El Paso.

ESSENTIAL JOB FUNCTIONS:

- Promote the mission of CASA of El Paso in all special events and activities.
- Recruit, retain, coordinate, and motivate volunteer advocates, including those working on special events.
- Ensure compliance with all National and Texas CASA Standards and Policies.
- Represent CASA of El Paso at public events, conferences, workshops, and media events.
- Assist in providing programs and services as needed.
- Perform additional duties as required.

MINIMUM REQUIREMENTS:

- Bachelor's degree in Sales/Marketing, or related field; or equivalent work experience.
- Experience in recruiting, training, coordinating, and motivating advocates in fund raising events and volunteer recruitment events.
- Experience in public relations and public speaking.

RESPONSIBILITIES AND DUTIES:

- Responsible for development and implementation of a recruitment plan.
- Identify potential volunteer partner opportunities. Engage, develop, and set up recruitment events with partners.
- Actively recruit volunteers for CASA.
- Plan and implement Activities to increase awareness for Child Abuse Prevention Month.
- Recruit, coordinate, retain, and motivate advocates for all CASA activities.
- Coordinate all social media and post daily on social media sites.
- Coordinate legislative advocacy group.

- Coordinate all media activities including social networking, print, television, and radio. Utilize ad buys locally and match buys with Texas CASA.
- Complete volunteer advocate screenings and background checks.
- Ensure all advocate files are complete and ready for turnover to Program Department.

PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT

- The Community Outreach Coordinator will be expected to have periodic transportation to attend CASA events. The Community Outreach Coordinator will be required to have a flexible schedule. Time will be spent in the office that could involve intermittent physical activities including bending, reaching, sitting, and walking during working hours. Several hours each day will be spent at a PC. Reasonable accommodations may be made to enable a person with physical disabilities to perform the job.

This is a grant funded position subject to renewal, funding, and performance.

ACKNOWLEDGEMENT:

I HAVE READ AND UNDERSTAND THIS JOB DESCRIPTION. My signature below indicates my agreement to perform required duties and to meet organization goals and metrics.

Staff Name (please print)

Staff Signature

Date