

# CASA Of El Paso

## Volunteer Recruiter

**Classification:** Exempt Full-Time

**Reports to:** Chief Program Officer

**Remote Work Eligible** – Monday and Friday remote

**Office Hours** 8-5

### **Summary of Responsibility:**

The Volunteer Recruiter is responsible for recruiting and retaining volunteer advocates to provide direct advocacy services to children in the child welfare system who have been the victims of abuse and neglect.

### **RECRUITMENT:**

- Engages the community by raising awareness on the importance and need for volunteers to provide advocacy for children and youth who have entered the foster care system, for their safety, permanence, and well-being.
- Provides outreach presentations, social media postings, and builds relationships targeted toward the recruitment of new volunteers.
- Screens new CASA volunteers. Processes background checks and all required paperwork necessary to become a volunteer.

### **RETENTION:**

- Develops and implements strategies for maintaining an effective volunteer workforce.

The Volunteer Recruiter reports to the Chief Program Officer of the agency and is responsible for recruitment and retainment of qualified volunteer advocates from the first point of interest, pre-service training completion, and throughout their service as a volunteer. The Volunteer Recruiter is responsible for reaching out into the local community to encourage CASA volunteerism through a variety of outreach efforts and to be a consistent point of contact and source of communication connecting CASA, current volunteers, and potential volunteers throughout the greater community.

The Volunteer Recruiter is responsible for developing key relationships and mobilizing volunteer recruitment efforts in targeted areas of growth, and coordinating with community leaders, faith-based institutions, private sector institutions and civic organizations.

The Volunteer Recruiter is responsible for creating a written volunteer recruitment plan to use as a road map for recruiting 100 volunteers per fiscal year. (September 1 – August 31<sup>st</sup>)

## **QUALIFICATIONS:**

- Bachelor's degree in sales/marketing, or related field; or equivalent work experience.
- Success as a dynamic and energetic presenter with ability to genuinely convey the organization's mission and create a clear, significant connection between mission fulfillment and volunteer service.
- Knowledge of effective recruitment strategies and willingness to learn and apply new skills.
- Ability to present information persuasively, effectively, and convincingly to small and large groups of diverse audiences.
- Excellent verbal and written communication skills.
- Excellent networking and public presentation skills required.
- Ability to work in a goal-oriented environment as a team player.
- Ideal candidates must possess a demonstrated commitment to self-determination for achieving and exceeding goals.
- Knowledge of social media marketing and engagement strategies preferred, basic computer, and internet skills required.
- Microsoft Office and Canva 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 to travel throughout a large service area.

## **RESPONSIBILITIES:**

- Responsible for developing, coordinating, and facilitating public awareness events and speaking engagements in El Paso County that provide outreach or training with the purpose of recruiting more volunteers to provide advocacy services.
- Meet recruitment goals on a consistent basis.
- Assist with identifying and cultivating relationships with potential volunteers.
- Cultivate relationships with current volunteers for support of CASA program- i.e. referral of potential volunteers.
- Produce, order, and distribute approved recruitment solicitation and advertising materials.
- Execute a follow-up strategy to all inquiries and volunteer leads, which includes phone, face-to-face, and written communication opportunities.
- Conduct potential new volunteer screenings and process all required paperwork. Once complete, upload all paperwork into Optima.
- Maintain recruitment notes and records, update and share weekly recruitment pipeline and progress reports with CEO, Chief Program Officer, and Director of Advocacy.
- Maintain recruitment efforts in Optima.
- Communicate frequently with Director of Advocacy and Trainer to ensure good articulation of volunteer candidates to enroll in training courses.
- Develop community relationships that result in strong support sources.
- Work closely with Chief Program Officer to develop and maintain a strong, on-line, and social media presence.
- Represent CASA at public events and venues.
- Attend 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.

- Manage recruitment and retention programs and initiatives.
- Analyze and evaluate effectiveness and impact of recruitment efforts.
- Perform other program functions as needed and as directed by Chief Program Officer and CEO.

**ADDITIONAL DUTIES:**

- Attend national, regional, and state conferences, trainings, and meetings when appropriate.
- Complete pre-service volunteer training within 30 days of hire.
- Complete Volunteer Recruitment and Retention training through Texas CASA and CASA College within 30 days of hire.
- Participate in ongoing continuing education opportunities relevant to this position.
- Assist with planning and organizing advocate recruitment/retention activities.

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.

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Signature

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Date