



Outreach and Recruitment Manager
Job Description
Application Deadline: November 30, 2020

This full-time position is responsible for developing and implementing a comprehensive outreach plan to recruit a diverse pool of Court Appointed Special Advocates. The Outreach and Recruitment Manager is the primary face of CASA in recruitment and meets with individuals and diverse groups in a variety of settings, at times on evenings and weekends, to represent CASA and all community outreach associated with recruiting volunteers. The Outreach and Recruitment Manager works with the communication team to create annual communications and editorial calendars, generate and distribute press releases, and design outreach materials and electronic communications. Additionally, the Outreach and Recruitment Manager represents the organization to various populations and organizations as needed to further expand the awareness of our organization's mission and to develop and enhance key community partnerships. As a key member of the leadership team, this position reports to the Executive Director

Volunteer Advocate Recruitment (70% of time)

- Develop and implement a comprehensive community outreach plan inclusive of activities of Board Outreach Committee and volunteer liaisons to increase awareness of and participation in CASA of Santa Cruz County
- Recruit diverse volunteers to serve as Court Appointed Special Advocates, with a special emphasis on recruiting Latino, bilingual and male volunteers to fulfill strategic plan goals and objectives
 - Develop and manage targeted recruitment and outreach campaigns
 - Provide direction and guidance to the outreach activities of the Program Coordinator
 - Make independent decisions in prioritizing and implementing outreach activities
 - Recruit, train and supervise a diverse team of culturally competent community liaisons to support the outreach plan
 - Conduct information sessions for potential volunteers
- Administer all outreach inquiries in a friendly and professional manner and maintain confidentiality of all information
- Support the Board Outreach Committee
- In conjunction with the communication team, identify opportunities for new outreach opportunities and manage all outreach events
 - Continually identify new opportunities to form relationships with individuals and connect with organizations and community partners
 - Research and identify appropriate partnerships that will lead to long term sustainable relationships within communities of color
- Maintain a calendar of outreach opportunities available to staff, board and volunteer liaisons
- Track recruitment and outreach efforts and report outcomes on a monthly basis and provide quarterly metrics on volunteer recruitment "from initial inquiry to assignment"
 - Analyze outcomes, inclusive of diversity, and adjust outreach plans so that the most effective outreach activities are prioritized
- Maintain and manage an accurate database of potential Advocates
- Design and maintain up-to-date recruitment brochures and outreach materials inclusive of Spanish language materials and materials designed for the Latinx community, manage their production, and ensure they are distributed widely throughout the county
- As per the outreach plan, represent CASA at a diverse group of community associations, activities and community events or committees, in which CASA's involvement is appropriate
- Prepare and manage an annual outreach budget to maximize visibility and engagement, and recruitment of a diverse group of Advocates

Communications (30 % of time)

- Under the Direction of the Development and Communication Director, work with the communications team on all aspects of the communication plan inclusive of but not limited by:
 - Assist in the development and implementation of all aspects of the communication plan
 - Work with the communication team to ensure that all communications are in line with National CASA branding guidelines
 - Ensure that the communication plan supports all aspects of the outreach plan
 - Assist with all CASA communications to press, media, volunteers, and community
 - Assist with maintenance and improvements of the CASA website
 - Within budget, expand media relationships to take advantage of all opportunities in any medium to communicate CASA's need for volunteers (print, radio, television, social media, website)
 - Ensure steady promotion of orientations through print, radio, TV, and online media
 - Assist with implementing the social media strategy per the communication plan
 - Collaborate with the communication team to ensure that Spanish language communications, inclusive of press releases, social media and the website support the diversification of our community supporters and Advocates
 - Collaborate with the communications team so that our local Spanish speaking community is informed of the needs of our youth and the mission of CASA

Other Duties

1. Participate in program special events and activities, as requested
2. Perform in compliance with strategic goals and objectives established by the Board of Directors and Executive Director

Qualifications and Requirements:

- Bachelor's degree in communications, marketing or social services preferred. A relevant combination of work experience and education may be acceptable to fulfill the minimum requirements.
- 2 - 5 years previous experience in a role focused on relationship building in diverse communities
- Bilingual/biliterate English/Spanish required
- Excellent written, composition, and oral communication skills
- Competent in Microsoft Word, Excel, Gmail, and other software
- Have transportation, car insurance and be willing to travel throughout Santa Cruz County
- Completion of background screening process (i.e. DMV check, FBI, Department of Justice (DOJ), CACI (Child Abuse Central Index) completion of CASA trainings within three months of hire

Demonstrated ability to:

- Enthusiastic and quick Learner
- Make engaging and compelling presentations to large audiences
- Maintain strict confidentiality
- Establish and maintain effective, collaborative working relationships with community members and the staff
- Work independently under the direction of the Executive Director
- Demonstrate project management, relationship building and organizational skills
- Demonstrate respect of all people regardless of socioeconomic background, age, culture, religion, race, ethnicity, sexual orientation, disability, or gender
- Take initiative, possess critical thinking skills, and be committed to the program's mission and goals
- Adapt to a changing environment with the ability to respond to and manage with a calm, mindful approach

Full Time: This is a full time exempt 40 hours/week position (some evening and weekend work)

Benefits: Paid medical, dental, and vision; 23 days paid time off (PTO) plus observed holidays

Salary: \$65,000

To apply: Send a resume, a list of three professional references with contact information, and a cover letter summarizing your qualifications to orposition@casaofsantacruz.org by 12 pm on Monday November 30, 2020. *Please note: Incomplete submissions will not be considered.*

No calls please. Applicants are encouraged to apply early as CASA reserves the right to begin interviews as soon as qualified applicants submissions are received.

CASA of Santa Cruz County is an equal opportunity employer