

Outreach Coordinator

REPORTS TO: Executive Director

HOURS: 24 hours per week, including some evenings and weekends as needed

CASA OF MIDDLESEX COUNTY MISSION: CASA of Middlesex County is a non-profit organization dedicated to serving abused and neglected children who are living in out-of-home placements. CASA recruits and trains volunteers to advise the courts and advocate for the children's best interests.

THE POSITION: The Outreach Coordinator is responsible for recruiting volunteers to advocate for children in foster care and increasing CASA's visibility in the community. They will be responsible for executing a detailed plan to identify, engage and secure an increased number of qualified, diverse volunteers to serve as Court Appointed Special Advocates. Additionally, they will be responsible for documenting the results of their efforts and, in consultation with the Executive Director, improving the volunteer recruitment plan based on these results.

RESPONSIBILITIES AND DUTIES:

Responsible for the implementation of an annual volunteer recruitment plan to include the following activities:

- Writing and releasing press releases and letters to the editor for local media outlets
- Conducting community presentations and attending relevant community events
- Coordinating with volunteers to develop connections to clubs, groups and organizations
- Maintaining communication with existing community partners
- Planning and executing information sessions and other volunteer recruitment events hosted by CASA
- Posting engaging volunteer-sourcing content on CASA's social media pages including Facebook, Instagram, Twitter and CASA's blog
- Maintaining online volunteer postings
- Other innovative sourcing strategies as developed by the Outreach Coordinator and approved by the Executive Director

Coordinates with and oversees interns and volunteers to engage them in recruitment activities.

Maintains contact information for community groups and media outlets; develops relationships with these stakeholders.

Records and analyzes data regarding the success of volunteer recruitment efforts; uses data to provide the Executive Director with monthly progress reports and, in consultation with the Executive Director, to further develop the volunteer recruitment plan.

Pursues CASA's goal to develop a pool of volunteer advocates that have similar backgrounds and demographics to the children we serve.

Executes activities using creativity and innovation while adhering to agency policies, guidelines and messaging standards.

Other duties as assigned by the Executive Director.

QUALIFICATIONS AND SKILLS:

Bachelor's Degree

2-3 years of experience in recruitment, marketing or related field

Outstanding organizational and prioritization skills, time management and attention to detail

Excellent written communication, oral communication, and public speaking skills

Experience in initiating, building and leveraging professional contacts

Experience overseeing projects and working in a collaborative environment

Strong interest in encouraging diversity and working with people from all backgrounds

Able to use Microsoft Office and Excel and must be comfortable learning to use a client database and additional technologies as necessary

Commitment to CASA of Middlesex County's mission and goals

Experience gathering and leveraging data to inform decision-making

Experience working with volunteers is a plus

Spanish-speaking is a plus

Apply by submitting a resume and cover letter to stephanie@casaofmiddlesexcounty.org