



Volunteer Recruitment/Marketing Manager CASA of Monterey County

Responsibilities and specifications are intended to present a descriptive list of the range of duties performed by employees in this class. Specifications are not intended to reflect all duties performed within the job.

DEFINITION

The Volunteer Recruitment/Marketing Manager of CASA of Monterey County is primarily responsible for the implementation and evaluation of CASA of Monterey County's volunteer recruitment program, the ongoing creation of long-term volunteer recruitment and retention strategies, and is responsible for the development and implementation of the marketing, outreach, awareness and advertising plans/campaigns for all volunteer recruitment and training programs, including generation of inquiries and conversion. Works closely with the Director of Development, plays a key role in contributing to the development of the future direction of CASA of Monterey County, and will be the primary point of expertise on volunteer recruitment matters. Ensures CASA of Monterey County's volunteer recruitment and related outreach and marketing plan operates in alignment with CASA's mission and in compliance with the highest standards of best practice relative to recruitment, recognition, and stewardship.

Performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Reports to and receives general supervision from the Executive Director. This position exercises no direct supervision over staff. May exercise technical and functional direction over and provide training to employees and volunteers necessary to ensure success of volunteer recruitment, outreach, events, and campaigns.

ESSENTIAL FUNCTION STATEMENTS

- *The following tasks are typical for this position. The position may not perform all of these tasks and/or may perform similar related tasks not listed here.*
- Operate office equipment including computers and supporting word processing and spreadsheet applications to implement and maintain volunteer recruitment and marketing filing systems, data sheets, and reports.
- Independently develop and prepare correspondences, memoranda, and clear, concise reports and relevant materials.
- Develop use of the CASA Tracker database and other systems to support and inform the Executive Director of volunteer recruitment and marketing activity through detailed data analysis
- Maintain confidential records and reports.
- Manage relationships and facilitate outreach and marketing, as needed for volunteer recruitment.
- Prepare all volunteer recruitment materials and related public relations communication, with direction from the Director of Development.
- Work with appropriate staff to develop marketing strategies in line with the strategic objectives of the organization.
- Work closely with the Director of Development on the website and social media sites to design and deliver the content strategy to build and embed our brand, while ensuring the mediums closely reflect the needs of the organization with regard to volunteer recruitment and marketing.



- Manage a variety of agency social media profiles including the creation of relevant content, managing posts and mapping activity while maintaining consistent and professional brand awareness and in accordance with the National CASA Association.
- Collaborate with appropriate staff and departments in marketing and volunteer recruitment activities.
- Assist in the preparation and management of a volunteer recruitment and marketing budget.
- Manage the content, use and distribution of printed and electronic volunteer recruitment/marketing material with relevant and accurate information.
- Undertake and coordinate the provision of volunteer recruitment and marketing intelligence to provide insights into volunteer recruitment and marketing conditions, pricing, portfolio development, volunteer activity and behavior for successful prospect research.
- Remain current with eternal changes affecting volunteer recruitment and advise on policy.
- Prepare an external events strategy and manage the planning, delivery and evaluation of CASA volunteer recruitment events.
- Utilize appropriate marketing and reporting processes; monitor and objectively evaluate all marketing and volunteer recruitment appeals; develop standard activity and progress reports for monitoring and evaluation.
- Identify other event/marketing opportunities to support volunteer recruitment and marketing efforts.
- Implement a thorough volunteer acknowledgement and stewardship system for the organization.
- Perform related duties and responsibilities as required.

QUALIFICATIONS

Demonstrated Success/Experience in:

- Creativity, strong communication and project management skills, a passion for social media and awareness of emerging technology and marketing strategies and branding.
- Strategies and activities for volunteer cultivation, solicitation, and relations.
- Business letter writing and basic report preparation techniques.
- Modern and/or professional office procedures, methods and computer equipment.
- Volunteer recruitment/marketing planning and management.
- Methods and techniques of customer service and public relations.
- English usage, spelling, grammar and punctuation.
- Proficient in computer skills
- Demonstrated knowledge of website and social media best practices.

Ability to:

- Articulate the vision, mission, goals and core values of the CASA of Monterey County.
- Represent CASA of Monterey County at conferences, functions and speaking engagements throughout the service area, presenting a professional image and promoting CASA's value to constituents.
- Communicate using all mediums, persuasively and effectively.
- Successfully apply proven volunteer recruitment/marketing techniques, plans and programs.
- Demonstrate a results and people-oriented approach to volunteer recruitment/marketing development with a strong work ethic and superb attention to detail.



- Interpret and apply administrative and organizational policies and procedures.
- Work independently in the absence of supervision.
- Assist with the budget process.
- Comply with all required background checks.
- Successfully complete the CASA Advocate Training program.
- Be sworn in as an officer of the Monterey Superior Court.

Experience and Education/Training Guidelines.

Any combination of experience and education/training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

- A bachelor's degree.
- Two (2) years of experience serving in a volunteer recruitment/marketing position with demonstrated successful volunteer recruitment/marketing campaigns and activities.
- Understanding of communication's technology, such as e-marketing, web and social media.
- Prior nonprofit experience highly desired.

WORKING CONDITIONS

Environmental conditions:

- Office environment; exposure to computer screens.
- Works nights and weekends, as required.
- Travel as required.

Physical conditions:

Essential functions may require maintaining physical condition necessary to standing for presentations, sitting for prolonged periods of time; bending; pushing, pulling and lifting up to 25 pounds; extensive use of computer keyboard; and visual acuity to review written materials.

License and Certificates

- Possession of a valid California Motor Vehicle Operator's license.
- Motor vehicle insurance with a declaration of automotive insurance as required.

Status:

- Full time, exempt.

Any employee convicted of, or having charges pending for a felony or misdemeanor involving a sex offense, child abuse or neglect, or related acts that would pose risks to children or CASA's program credibility, are automatically ineligible for employment with CASA of Monterey.

To apply: **Submit a cover letter summarizing your qualifications**, a professional resume, and three professional references with contact information, to:
kathryn@casaofmonterey.org

No calls, please. This position will remain open until filled. CASA of Monterey County reserves the right to begin interviews as soon as qualified applicant submissions are received.

