

CASA of McLennan County

Job Description

Job Title: Outreach Director

Reports To: Executive Director

FLSA Status: Exempt

Compensation:

\$40,000 - \$45,000

100% employee health insurance paid by CASA

Paid PTO, Sick Time, Holidays, Flex Time

General Summary:

This position is responsible for the planning, implementation, management and oversight of agency communication, marketing and recruitment efforts, with the goal of creating greater community awareness of the CASA mission and recruiting new volunteer advocates. This position is also expected to support the Executive Director in communication functions related to agency fund development efforts, to cultivate financial resources and strengthen the organization's overall fundraising capacity.

Essential Responsibilities and Duties

Community Outreach & Volunteer Recruitment (Approx 75% of role)

- Support Executive Director as second media/PR lead
- Serve as volunteer recruitment lead
- Serve as agency liaison to Texas CASA for volunteer recruitment purposes and content
- Collaborate with Executive Director to prepare written annual volunteer recruitment and retention plan
- Implement and manage annual volunteer recruitment and retention plan activities (Ex: speaking engagements, information sessions, networking events), utilizing assistance from other staff or volunteers as needed
- Maintain documentation in Optima database of recruitment activities, inquiries, applicants
- Cultivate and manage social media presence and content
- Monthly internal e-newsletter and as-needed communication to volunteer advocates using bulk email platform, Network for Good
- Monthly external e-newsletter to community, stakeholders, donors using same platform
- Assist with periodic satisfaction surveys of advocates and stakeholders
- Design and produce printed materials including brochures, fact sheets, handouts, other "swag" products, annual report, training & advocacy resources, board resources, etc.
- Design and produce, or oversee production of, photographic or video marketing material
- Cultivate and manage website content (Wordpress platform)
- As budget allows, research and secure printed or media marketing such as TV, radio, magazine
- Prepare and circulate regular and periodic press releases to local media outlets
- Engage with stakeholders as appropriate for participation in marketing efforts
- Engage with any marketing related student/project groups or potential marketing intern
- Track and monitor effectiveness of communication, marketing and recruitment efforts

Fund Development Support (Approx 25% of role)

- Implement portions of annual agency fund development plan related to donor communication, direct campaign promotion (Ex: Year End Campaign), etc.

- Serve as marketing and communication lead for annual agency fundraising event, Crawfish for CASA, including media, sponsor recognition, event graphics, event promotion, social media, etc.
- Serve as lead marketing contact for external community groups who fundraise on behalf of CASA, include their announcements and event information in CASA communication
- Develop regular communication specific to donors regarding the impact of their support
- Maintain working knowledge of Network for Good donor database, including online fundraising pages and reporting tools

Other Responsibilities

- Participate in regular and periodic supervision with the Executive Director
- Work collaboratively as part of the Management Team, actively assisting in ongoing program development and evaluation
- Maintain effective relationships and regularly communicate with relevant stakeholders and professional partners
- Attend and participate in continuing education opportunities, at least 12 hours per fiscal year
- Participate in or review training, guidance and best practices provided by Texas CASA
- Effectively utilize support from Program Assistant
- Other duties as assigned

Education, Qualifications

Education & Experience

- Bachelor's degree in marketing, management or related field
- Minimum of two years of experience in related field preferred
- A writing sample, design sample, or mock presentation may be requested of candidate

Qualifications

- Understanding and commitment to CASA's mission, vision and values
- Experience with community relations, or other similar outward facing role, such as donor/sponsor/client cultivation, event planning, volunteer recruitment or management, etc.
- Experience with marketing, media, public relations
- Able to interact cooperatively with and motivate staff, board members, volunteers, audiences, including diverse populations and different types of personalities
- Desire to get out of the office and build external relationships
- Exceptional communication skills including writing, speaking and meeting facilitation
- Able to work under time constraints, be goal-orientated, manage tasks autonomously
- Highly organized with attention to detail
- Strong interpersonal skills
- Flexible schedule as work related appointments or events may occur in evenings or weekends
- Strong computer skills including Microsoft Office, database systems, Wordpress, Canva, Hootsuite, Zoom
- Able to maintain confidentiality and discretion, demonstrate professional conduct always
- Applicant must pass program required background checks

Physical Requirements and Work Environment

The Outreach Director will be expected to have daily transportation to attend meetings and events outside the office. They will spend some time in the office that could involve intermittent physical activities including bending, reaching, sitting and walking during working hours. Additionally, this individual may be expected to bend or lift when setting up for events, storing supplies, etc. It is anticipated that the individual may spend several hours of each day seated and may also stand for long periods of time when making presentations, at special events, etc. Reasonable accommodations may be made to enable a person with physical disabilities to perform the job. CASA of McLennan County offices in a fully ADA compliant facility.