



Position Title: Outreach Coordinator
Position Type: Full-time (37.5 hours/week), non-exempt paid position
Reports to: Program Manager

MISSION

Yolo County CASA's mission is to advocate for abused and neglected children in the foster system to ensure their voices are heard and their needs are met. We champion without compromise for the best interest of every Yolo County foster child. Yolo County CASA is committed to providing children with a voice in court through the advocacy of trained volunteers.

Outreach Coordinator Job Summary

The Outreach Coordinator in close collaboration with Training Director has the primary responsibility to undertake community outreach to identify and recruit volunteers; intake and maintain volunteer information in the program database; participate in the screening of potential volunteers, organize volunteer recognition programs and special events; collaborate in the coordination and delivery of volunteer communications; and support resource development, including marketing and communications.

Responsibilities and Duties

Community Outreach and Volunteer Recruitment

- Develop an annual outreach and recruitment plan, coordinated with the Training Director, Program Manager and Executive Director.
- Coordinate CASA volunteer recruitment and outreach activities in partnership with staff, board, volunteers, and current and potential community partner entities to identify a diverse and qualified volunteer pool that meets the strategic needs of Yolo County CASA.
- Maintain statistics on CASA volunteer recruitment efforts.
- Disseminate program information in response to all volunteer inquiries and maintain inquiry database.
- Represent CASA at community associations, activities, and events.
- Responsible for securing and planning presentations and CASA booth opportunities/staffing at relevant community events.
- Work with staff to design, promote, and maintain a range of volunteer opportunities within the agency, including maintaining volunteer service descriptions for the various non-CASA volunteer roles.
- Support the development, measurement, and ongoing evaluation of volunteer recruitment and retention efforts to ensure success and continual improvement.
- Prepare and distribute recruitment posters/flyers.
- Manage press releases for organizational events, program recruitment, campaigns, projects, accomplishments, and milestones.

- Maintain and expand Yolo County CASA's presence on social media.

Volunteer Retention

- Organize a minimum of two volunteer appreciation and recognition events per year.
- Create and distribute various communications and publications to volunteers, including the monthly newsletter and other information and opportunities for volunteers.
- Identify and implement personal approaches to enhance volunteer retention.

Training and Program Organization

- Work with Training Director and Advocate Supervisors to ensure smooth transition of volunteer recruits to training class.
- Assist in facilitation of Volunteer Advocate training program and/or continuing education events as needed.
- Coordinate the CASA volunteer intake process in collaboration with staff, including organizing and conducting orientation sessions, processing applications, scheduling and conducting screening interviews, coordinating background checks, ensuring all pre-training requirements have been met, and communicating with potential volunteers.
- Monitor and maintain up-to-date volunteer information in program database.
- Establish and maintain effective, collegial working relationships with Yolo County CASA staff, board and volunteers, as well as with representatives of the larger Yolo County community in support of volunteer recruitment, engagement, and retention.
- Attend staff meetings and assist in the evaluation of the program.
- Attend trainings, conferences, and continuing education seminars as requested and approved by the Program Manager or Executive Director.
- Other duties as assigned; non-essential job duties, non-related responsibilities, and other tasks as required by the Program Manager or Executive Director may be assigned from time to time – Yolo County CASA is a small non-profit organization requiring flexibility from its staff.

Qualifications and Skills

- Bachelor's degree in a related field.
- A minimum of two years work experience in a CASA program or similar nonprofit organization with an emphasis on community outreach, volunteer recruitment, marketing, community and public relations.
- Excellent oral and written communication skills, including the ability to present to large and diverse audiences under various circumstances. Bilingual Spanish/English preferred.
- Ability to excite and motivate people about the work of Yolo County CASA.
- Strong working knowledge of community resources and the strengths and challenges to improve and grow volunteer engagement with Yolo County CASA.
- Flexibility with hours, including frequent evenings and some weekends, with an ability to communicate effectively with Program Manager and other Yolo CASA staff regarding workload and schedule; strong time management skills.
- Strong computer literacy skills and comfort learning new software programs, including database management.
- Experience and ability to work cooperatively and effectively with diverse populations, including but not limited to differences in socioeconomic background, culture, religion, sexual orientation, disability, gender expression.
- Ability to maintain confidentiality and exercise diplomacy and discretion in communication with others.
- Must complete Yolo County CASA's Volunteer Advocate training.
- Completed application and thorough background clearance.
- Candidates should be prepared to provide a writing sample upon request.

Employee classification: Full time/non-exempt;

- Pay range - \$18-23/hr.
- Benefits:
 - 10 days vacation annually, accrued biweekly
 - 11 paid holidays
 - 12 days paid health leave per year, accrued bi weekly
 - Health Care Stipend \$5,000 annually

Yolo County CASA is an Equal Employment Opportunity organization. We do not discriminate on the basis of ancestry, race, color, religion (includes religious dress and grooming), sex (includes pregnancy, childbirth, breastfeeding and/or related medical conditions), gender, gender identity, gender expression, age, national origin, disability (physical and mental including HIV and AIDS), genetic information, military or veteran status, marital status or sexual orientation or request for FMLA.