

Employer: Athens Oconee CASA Community Outreach Coordinator (Recruitment and Training Adult Volunteers)

Status: Full-time

Interview Process begins: April 17<sup>th</sup>, 2024

Benefits: Including health insurance, retirement, 15 days of paid time off the first 2 years and over 17 days of scheduled holidays a year.

### **Organization Overview**

Through advocacy and mentorship, the Athens-Oconee Court Appointed Special Advocates (CASA) organization empowers community members to stand up for a foster child and champion their rights in court. CASA recruits, trains and provides ongoing support to community volunteers serving as officers of the court to advocate for the best interests of abused and neglected children in the foster care system. Through sustained, personal attention, CASA creates positive change in children's lives, providing children with hope, stability, and opportunities to thrive in preparation for healthy, productive adult lives. More information can be found at [www.athensoconeeCasa.org](http://www.athensoconeeCasa.org)

### **Position Overview**

The Development and Outreach Coordinator conducts and leads fundraising activities, recruitment activities, external community relationships, and public relations for the Athens-Oconee CASA Program. This role entails identifying and engaging donors and recruiting Volunteer Advocates to support the goal that every child in the Western Judicial Circuit that enters foster care and has experienced abuse and/or neglect shall be appointed a CASA. The Development and Outreach Coordinator will use expert communication skills and a keen sense of initiative to spot fundraising opportunities, develop relationships with potential donors, and manage fundraising campaigns. By coordinating events, writing proposals, recruiting and leading volunteers, the Development and Outreach Coordinator will embody-leadership abilities while moving Athens Oconee CASA closer to its financial goals. The incumbent will lead engagement activities for prospective and current volunteers including volunteer recruitment, public education, and events. The ideal candidate will be motivated, professional, organized, experienced in public speaking, and have a knack for research. We're looking for an enthusiastic, go-getter, and self-starter who believes in the mission of Athens-Oconee CASA and has exceptional drive for furthering our fundraising efforts as well as strategizing and delivering on new ones. Please submit your resume and cover letter on our website, located here:

### **Responsibilities:**

#### **Primary (average 55% of the time)**

##### **Program Development**

- Develop and execute annual fundraising plan and other fundraising plans with the ED and Fundraising Committee which include, but are not limited to securing financial support, creating special events for donors, and running other projects to ensure the organization meets its annual financial goals.
- Planning and evaluating potential profitable fundraising campaigns and activities.
- Planning, facilitating, and executing fundraising campaigns and events with the Executive Director, Board of Directors (BOD), and Staff
- Oversee organization of special fundraising events
- Create, maintain, and manage Donor Retention Programs, increase giving from current donors. Providing information about next steps with donors
- Develop and track proposals and reports for all foundation and corporate fundraising and secure financial support from individuals and have the ability to empower the board to do the same.
- Develop and maintain ongoing relationships with major donors, Board Members, staff and CASA volunteers.
- Create and execute a strategy for a sustained base of annual individual donors.
- Create special events for donors and other projects to ensure the organization meets its annual financial goals.
- Train staff, BOD, and volunteers on fundraising tactics.
- Communicate with staff and BOD via email, phone or social media with internal and external discussion points.
- Answering donor and volunteer inquiries in a timely fashion within 48 business hours.
- Responding to donations and donors within 48 hours.
- Plan, facilitate, execute and evaluate potential profitable fundraising campaigns and events.

- Abide by the organization's Fundraising budget.
- Identify and engage prospective donors in the Athens Oconee area with the goal of acquiring additional funding.
- Communicate clearly and in a timely manner with staff and BOD about the fundraising campaign needs and progress.
- Stay on top of fundraising trends and the nonprofit community
- Have the ability to ask for funds within the community and state
- Participates in community events and network with other organizations to communicate about the mission, and funding needs of Athens Oconee CASA and solicit requests Included, but not limited to (Athens and Oconee Chamber, community charity groups, etc.).
- Manage the Donor Database system and ensure that the most up to date and accurate information is available.
  - Document all gifts (financial and in-kind) in the donor database system and ensure timely thank you and recognition is made.
  - Have the ability to track data in data management systems (Eleo, QuickBooks, Outlook, Google, Teams).
- Monitor all financial streams and platforms that our organization engages in and clearly report back to the ED with needed information.
- Using prospect research tools and your donor database to build donor relationships.
- Collaborate with Fundraising Committee Chair to create solicitation materials for the fundraising team. Ensure the committee participates in fundraising activities and that campaigns are successful.
- Attend training provided by GA CASA, Athens Area and country to build knowledge of fundraising.

### **Secondary (average 40% of the time)**

#### **Community Outreach, Education, and Recruitment**

- Responsible for volunteer recruitment related activities to ensure a sufficient number of Volunteer Advocates.
- Answers and returns phone calls or other communication attempts for inquiries and potential volunteers within 24 business hours.
- Develop and implement annual Recruitment Plan and calendar, including managing progress, reporting, and routine updates to the Executive Director.
- Develops a process to ensure ongoing development for recruitment of prospective volunteer base.
- Coordinates, plans, and attends outreach events and meetings to recruit and build community awareness of child abuse and neglect.
- Provides presentations to current and potential volunteers and community groups.
- Creates multi-media communications plan annually targeting Volunteer Advocates, Board members, and Stakeholders in order to highlight community resources, events, and agency news.
- Leads the Athens-Oconee CASA Marketing Campaigns before, during, and after regular business hours
  - Invest, grow, and support CASA social media platforms and initiatives, by helping to share and engage with content on CASA social media accounts.
- Ensure all marketing materials are in line with the CASA mission and our fundraising goals. Responds to individual and community inquiries regarding volunteer opportunities.
- Utilizes databases such as CASA Manager and Eleo to track recruitment events, volunteer inquiries and timely follow up.
- Attend and participate in Community Engagement Committee meeting.
- Have a working knowledge of social media platforms and how to utilize them for recruitment and community outreach. This includes but is not limited to Canva, Instagram, Facebook, Tic Tok, Volunteer Match, Handshake, Google etc.
- Identify and share information about specialized services and resources with advocates and CASA staff.
- Identifies and books training space and food resources within the community.
- Participate in community meetings as a representative of the agency.

### **Additional Responsibilities (5% of time)**

- Answers incoming office phone calls and responds to visitors appropriately and in a timely manner when in the office (i.e. office coverage).
- Attends weekly CASA staff meetings, CASA Pre-Service Training, Monthly CASA In-service trainings, GA CASA state and regional meetings, and other internal or external meetings as needed or assigned.
- Inventories and organizes swag and promotional items within the office and storage unit.
- Utilizes Outlook calendar to manage work activities.
- Provides volunteer feedback and support as needed.
- Collaborate with Program Support Coordinator to organize and track donations and wish lists.
- Collaborates with the Advocacy Team and Director in efforts of ongoing volunteer appreciation and recognition systems and activities.
- Oversee and manage 1 -2 social media interns; this includes creating assignments, overseeing projects, and having weekly meetings to ensure the social media calendar is up to date with relevant information.
- Participate in the continuing education and retention efforts of established advocates.
- Participates in volunteer appreciation activities.
- Establish and maintain effective, collegial working relationships with CASA staff, board and volunteers, as well as with representatives of the respective courts, attorney panel, education service providers and other community service providers and entities.
- Other duties as assigned; by the Executive Director may be assigned from time to time; Athens Oconee CASA is a small non-profit organization requiring flexibility from its staff.

### **Preferred Qualifications**

- Preferred: Bachelor's degree in marketing, advertising, public relations, education, communications, non-profit management, fundraising or a related field and 1-3 years related experience in recruitment, public speaking,
- Knowledge of social service, philanthropy, fundraising, volunteer program management and/or case management.
- Strong working knowledge of community resources in the city of Athens and the greater Clarke and Oconee County Areas such as the Athens Area Chambers, BNI, Rotary, Optimist Club, Jaycee's, University Women, United Way, Athens Area Community Foundation, the school system and other community networking streams.
- Must complete all National CASA required pre-service Trainings; and undertake related self-development activities.
- Must pass a comprehensive background check and a credit check.
- Flexibility with hours, this role will include regular evening and weekend events including recruitment activities, attending and facilitate trainings, as well as work in the community, office and potentially virtually.
- Individual must have an ability to independently manage one's workload and schedule.
- Candidates will need access to transportation around Clarke and Oconee counties on a weekly basis and then transportation throughout the state up to ten times a year.
- Accepts professional development and life-long learning as a requirement of the job.
- Spanish-English bilingual candidates encouraged to apply.

### **Traits and Expectations**

- Professionalism: Follows through on commitments. Approaches others in a tactful manner. Reacts well under pressure. Treats others with respect and consideration regardless of their status or position. Accepts responsibility for own actions.
- Teamwork: Creates and maintains a team environment. Gives and welcomes feedback. Contributes to building a positive team spirit. Puts the success of the team above own individual interests. Able to build morale and group commitments to goals and objectives. Supports everyone's effort to succeed. Assumes the best of other people's actions.
- Strong written communication skills, including editing skills; candidates should be prepared to provide a writing sample upon request. Will need to write clearly and informatively. Can edit work for spelling and grammar. Can

vary writing style to meet needs. Must be able to read and interpret written information. Must be able to provide constructive objective feedback.

- Excellent oral communication skills, including the ability to welcome feedback, calmly evaluate and make mindful, strategic decisions in emotionally charged situations and in the absence of complete clarity. Speaks clearly and persuasively in positive or negative situations. Listens and gets clarification. Responds well to questions. Coaches others through situations.
- Delegation: Delegates and monitors work assignments of others. Matches the responsibility to the person. Gives authority to work independently. Can set expectations and provide recognition for results.
- Problem Solving: Identifies and resolves problems in a timely manner. Gathers and analyzes information skillfully. Develops alternative solutions.
- Planning/Organizing: Strong organizational and time management skills. Ability to multi-task, set priorities, and meet deadlines. Prioritizes and plans work activities. Uses time effectively. Can set goals and objectives. Assists others with organizing their tasks. Demonstrates independent timekeeping skills. Detail oriented.
- Interpersonal Skills: Self-motivated with ability to take initiative. Has desire to surpass expectations. Focuses on solving conflict, not blaming. Listens to others without interrupting. Keeps emotions under control. Remains open to constructive feedback and other's ideas.
- Customer Service: Manages difficult or emotional situations. Responds promptly to client's and volunteer's needs. Solicits feedback to improve service. Facilitates communication. Knows that the volunteer and their experience is one of our top priorities.
- Initiative: Volunteers readily. Undertakes self-development activities. Looks for and takes advantage of opportunities. Asks for and offers help when needed. Be willing to take on new tasks even if no prior experience in the task area.
- Must demonstrate follow-through on commitments, with accountability for own actions.
- Possess an ability to independently manage one's workload and schedule while also remaining open to collaboration and teamwork. Must be available to both independently and collaboratively work in and out of the office environment.
- Project Management: Ability to accomplish projects with little supervision. Strong project management skills, including exceptional attention to detail.
- Team Morale: Having a positive attitude about your employment with the organization, attitude, satisfaction and overall outlook of employment within the organization. This contributes to building a positive team spirit, helps programs meet goals, supports other's efforts to succeed, excitement and enthusiasm generated, motivation and builds morale.
- Cooperation with Supervisor: Working together for the same goal, assistance with their requests.
- Leadership: Providing guidance, coaching, facilitation, direction to volunteers, clients, interns, and other staff members when it is an area of expertise and/or you are their direct supervisor.
- Commitment and passion for the mission, vision and value of Athens Oconee CASA
- Client and Stakeholder Engagement: Builds and maintains relationships with your direct client (families, children, volunteers, staff, board members, interns, program, organization as a whole) and community stakeholders for your program and clients to foster a helpful and productive outcome.
- Computer skills: Posses strong typing skills. Have the ability to learn and perform the basic tasks on a computer (Microsoft 365, Google Suite, host virtual meetings, sending and receiving emails, uploading data into our management systems, Canva and social media platforms) with the ability to learn and incorporate new technology and software.
- Ability to maintain confidentiality and exercise diplomacy and discretion in communication with others.
- Demonstrated respect of all people regardless of socioeconomic background, race, culture, religion, sexual orientation, disability or gender and experience working with culturally diverse.

#### **Physical Requirements and Work Environment:**

- Ability to sit and type at computer for at least 4 hours per workday. Ability to lift 20-35 pounds of office supplies, AV equipment, tents, chairs, tables, or festival supplies occasionally carry out or assist with other duties not listed on this job description. This position requires the manual dexterity sufficient to operate phones, computers, and other office equipment.

- The position requires the physical ability to kneel, bend, and perform light lifting. This person must have the ability to write and speak clearly using the English language to convey information and be able to hear at normal speaking levels both in person and over the telephone. Specific vision abilities required by this job include close vision, depth perception, and the ability to adjust focus. Generally, the working conditions are good with little or no exposure to extremes in health, safety hazards, and/or hazardous materials. Work is performed in an office setting, and in the community.