

# CASA OF THE SABINE NECHES REGION

## Recruitment & Retention Coordinator

**Classification:** Exempt Full-Time

**Reports to:** Director of Advocate Services

### **Summary of Responsibility:**

The Recruitment & Retention Coordinator is responsible for recruiting and retaining volunteer advocates to provide direct advocacy services, information, referrals and assistance with Crime Victims' Compensation, Texas SAVNS and other direct victim services to children in the child welfare system who have been the victims of abuse and neglect. The Recruitment & Retention Coordinator also provides outreach and training to support the program's mission and goals.

### **RECRUITMENT:**

- Engages the community on awareness of the importance and need of volunteers to provide advocacy for children and youth who have entered the foster care system, for their safety, permanence, and well-being.
- Provides outreach presentations, social media-postings, public notices and builds relationships targeted to the recruitment of new volunteers.
- Provides outreach presentations, social media-postings, public notices and builds relationships targeted to help others identify crime victims who might not otherwise be reached and provide referral and intervention information directing them to needed services.
- Screens and Trains new CASA volunteers and provided them with the knowledge, skill and understanding to effectively advocate for victims and inform them of their rights, to assist in their recovery and or to assist with the establishment of a continuum of care for victims.

### **RETENTION:**

- Provides on-going training opportunities for in-service hours for current CASA volunteers.
- Develops and implements strategies for maintaining an effective volunteer workforce.
- Provides case management support in accordance with program goals.

The Recruitment & Retention Coordinator reports to the Director of Advocate Services of the agency and is responsible for recruitment, retainment, and training of qualified volunteer advocates from the first point of interest, pre-service training completion and throughout their service as a volunteer. The Recruitment & Retention Coordinator is responsible for reaching out into the local community to encourage CASA volunteerism through a variety of outreach efforts and to be a consistent point of contact and source of communication connecting CASA, current volunteers, and potential volunteers throughout the greater community.

The Recruitment & Retention Coordinator is responsible for developing key relationships and mobilizing volunteer recruitment efforts in targeted areas of growth, and coordinating with community leaders, faith-based institutions, private sector institutions and civic organizations.

Ideal candidates must possess a demonstrated commitment to self-determination for achieving and exceeding goals.

### **Qualifications:**

- 3+ years of related work experience. High school diploma or GED required; college degree preferred
- Success as a dynamic and energetic presenter with ability to genuinely convey the organization's mission and create a clear, significant connection between mission fulfillment and volunteer service.
- Knowledge of effective recruitment strategies and willingness to learn and apply new skills
- Ability to present information persuasively, effectively, and convincingly to small and large groups of diverse audiences
- Excellent verbal and written communication skills
- Ability to work in a goal-oriented environment as a team player.

- Knowledge of social media marketing and engagement strategies preferred, basic computer and internet skills required
- High degree of professionalism
- Ability to interact in a positive and energetic manner with the public
- Flexible schedule to represent CASA at evening or weekend events, as needed
- Must have reliable transportation to travel throughout a large service area

**Responsibilities:**

- Provide volunteers with training, support, and supervision as they provide direct victim advocacy services.
- Assist with access to Crime Victims' Compensation and Texas SAVNS and other victim services to children directly assigned and provide volunteers with training, support, and supervision as they assist with access to Crime Victims' Compensation and Texas SAVNS and other victim services to children
- Provide Information and referral services to help victims identify available support from within the organization and throughout the community.
- Responsible for developing, coordinating, and facilitating public awareness events and speaking engagements in Orange, Hardin, Jasper, Newton, Tyler and Sabine counties that provide outreach or training with the purpose of recruiting more volunteers to provide advocacy services, helping to identify crime victims who might not otherwise be reached and provide or refer them to needed services and connecting crime victims to services for the purpose of supporting or assisting in their recovery.
- Meet recruitment goals on a consistent basis
- Assist with identifying and cultivating relationships with potential volunteers
- Produce, order, and distribute approved recruitment solicitation and advertising materials
- Execute a follow-up strategy to all inquiries and volunteer leads, which includes phone, face-to-face, and written communication opportunities
- Maintain recruitment notes and records, update and share weekly recruitment pipeline and progress reports with DAS, board members and program staff
- Communicate frequently with Director of Advocate Services to ensure good articulation of volunteer candidates to enrollment in training courses
- Develop community relationships that result in strong support sources
- Work closely with DAS & ED to develop and maintain a strong online website and social media presence
- Represent CASA at public events and venues
- Attend staff meetings and communicate with program staff to stay informed regarding program developments and services
- Utilize computer software applications and digital tools to create and distribute media that advances CASA recognition
- Manage recruitment and retention programs and initiatives.
- Ensure volunteers are fully trained and qualified to provide direct advocacy services, information, referrals and assistance with Crime Victims' Compensation, Texas SAVNS and other direct victim services as needed for each child assigned
- Analyze and evaluate effectiveness and impact of recruitment efforts.
- Perform other program functions as needed and as directed by DAS and ED
- The Recruitment & Retention Coordinator will be assigned no more than four open cases, concurrently. Including court accompaniment, aiding with crime victims' services and additional referrals as needed.

**Additional Duties:**

- Attend national, regional, and state conferences and meetings when appropriate
- Complete pre-service volunteer training within 60 days of hire
- Complete Volunteer Recruitment and Retention training within 30 days of hire
- Participate in ongoing continuing education opportunities relevant to this position
- Assist with planning and organizing advocate recruitment/retention activities