



Position: Outreach & Marketing Coordinator  
Employee Type: Full Time, Non-Exempt  
Salary: Inquire – Dependent on experience

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## **Organization's Mission**

The mission of CASA of Fresno and Madera Counties is to recruit, train, and support volunteers to advocate and speak for the best interests of abused and neglected children in the Child Welfare and Juvenile Court systems.

## **Position Goal**

Work with the Executive Director and Resource Development Coordinator(s) to develop, lead and administer all aspects of the recruiting function in order to raise awareness of the mission of CASA and identify and recruit volunteers.

## **Key Responsibilities**

- A. Marketing & Advertising – Expand the name and mission awareness of CASA among people within Fresno and Madera Counties so that we achieve our recruiting goals.
  - 1. Identify opportunities to increase recruiting.
  - 2. Schedule presentations with businesses and community organizations to increase recruiting.
  - 3. Maintain display booth equipment and materials used to promote the mission of CASA in recruiting situations.
  - 4. Maintain annual advertising calendar.
  - 5. Assist in preparing printed and electronic advertising designed to promote the mission of CASA and increase the number of individuals expressing interest in serving as volunteer Advocates.
  
- B. Raising Awareness
  - 1. Work with the Executive Director to implement the goals in the organization's annual public relations/marketing plan including ensuring that the mission is effectively presented through already existing events and activities.

2. Create and oversee the use of tools that communicate CASA's message.
3. Develop positive working relationships with the media, community leaders and elected officials.
4. Secure media, speaking and resource raising opportunities for the Executive Director.
5. Enhance and maintain the website as a communication tool for volunteers and supporters and for potential volunteers and supporters.
6. Approve all organizational messages prior to use including print, email, web-based, audio, video, and public speaking.
7. Create and distribute a quarterly e-newsletter to supporters and support internal communication and promotion.
8. Create and oversee the use of tools that communicate CASA's message.

C. Assist in the Implementation of the Fund Development Plan

1. Assist the Resource Development Coordinator(s) and Executive Director to develop and implement an annual Fund Development Plan. The elements of this plan will include special events, direct mail, person-to-person major requests and planned giving.
2. Coordinate with individuals and groups who want to hold fundraising events for the benefit of CASA.
3. Assist in the management of CASA's fundraising events.
4. Assist in strengthening the relationship between CASA and all current and future supporters by assisting in implementing an ongoing stewardship program for all donors.

D. Volunteer Management – Continue to develop and utilize the volunteer Recruiting Team to assist CASA in the ongoing development and implementation of recruiting plans.

1. Oversee internal volunteer(s) and role in office support on an as needed basis.
2. Identify, recruit and support members of the Recruiting Team so they will be successful in assisting CASA in meeting recruitment goals.
3. Other duties as assigned relevant to volunteer/volunteer team.

E. Follow Up and Data Management – Track and follow-up with individuals who are interested in serving with CASA in such a manner that CASA is well represented, they have the information they need and they are encouraged to move forward. Proactive, positive follow-up is critical in achieving our recruiting goals.

1. Assist in the implementation of the Advocate Acceptance Process to ensure the attainment of annual goals.
2. Provide excellent customer service to volunteer prospects and the Advocate Acceptance

Process by:

- a. Making telephone calls and sending follow-up emails to help prospects move forward in the process.
  - b. Lead Volunteer Information Sessions to provide more information to interested persons.
3. Adjust work schedule as needed to make contact with prospective volunteers including working nights and weekends.
  4. Develop a systematic approach for identifying, listing and scheduling presentations.
  5. Establish and maintain a list of key contacts for the purposes of recruiting.
  6. Maintain data entry and management across multiple tracking systems.
  7. Additional duties as assigned.

## **Desired Minimum Qualifications**

To successfully perform the essential functions of this position, the incumbent must have the following:

- Bachelor's Degree preferred.
- Minimum of two years of experience in professional work setting.
- Minimum of two years of experience in marketing, outreach or other related field
- Ability to communicate effectively verbally and in writing.
- Strong observation, analytical and listening skills.
- Ability to prepare written reports, correspondence and maintain accurate records.
- Social media and web editing skills.
- Ability to facilitate marketing through radio, television and social media.
- Good knowledge of computer operations and software including word processing, databases and spreadsheets.
- Ability to carry out assigned duties and responsibilities in an ethical manner and follow the organization's policies.
- Ability to take initiative, meet deadlines and produce quality work.
- Possess a valid California Driver License and successfully pass a formal background check.

## **Working Conditions**

The duties of this position regularly require travel in Fresno and Madera Counties in your own personal vehicle. The position may occasionally require travel within the State of California. This position rarely requires strenuous activity. Occasional weekend and/or evening hours may be assigned as needed.

While performing the duties of this job, employees may regularly be required to: walk; climb stairs; talk or hear, both in person and by telephone; use hands to operate standard office equipment; reach with hands and arms; carry multiple items at one time; and, lift up to 20 pounds. There may be prolonged periods of sitting and computer work. The duties of this position also require on-the-job driving.

## **Equipment**

This position functions in an office environment. It requires the use of general office equipment such as a personal computer, printer, fax machine, copy machine and telephone.

Duties described on the previous pages document the general nature and level of work but are not intended to be a comprehensive list of all activities, duties and responsibilities required of the employee in this position. Consequently, the employee in this position may be asked to perform other duties as required.

I understand my continued employment will depend upon successful completion of the duties assigned to me by my supervisor. I understand that my employment with CASA is “at-will” meaning that CASA, or I, can terminate the employment relationship at any time.

Applicants, please send both, a cover letter and resume to:

Angelica Romero, Finance and Operations Manager:

[Careers@CASAFresno.org](mailto:Careers@CASAFresno.org)

CASA of Fresno and Madera Counties is an equal opportunity employer.

We are looking forward to hearing from you!