

**CASA of Kern County
Community Outreach Coordinator**

JOB TITLE: Community Outreach Coordinator
REPORTS TO: Associate Program Manager
STATUS: Non-Exempt
Range of Pay: \$17.00-\$19.00/hour plus benefits

This position works closely with the Associate Program Manager, Program Manager, Fund Development Department, and the Public Relations Committee. The successful applicant will have strong writing skills, public speaking and training experience, and must be a self-starter. This position will ensure community outreach, recruiting and training for our organization. Bi-lingual skills a plus. CASA Volunteer experience is also a plus.

OUTREACH COORDINATION

- Promote CASA throughout Kern County
- Generate and execute ideas that increase volunteerism within the organization.
- Communicating with people outside the organization, representing the organization to customers, the public, government, and other external sources.
- PR/Marketing
 - Work with development team and PR/Marketing committee in media relations and promotions, including: print, radio, and TV appearances
 - Create materials for submission to media outlets such as press releases, articles, photos, and upcoming events in a timely manner
 - Participate in community outreach events
- Website, newsletters & Social Media
 - Help maintain the CASA website, Heart of the Matter, and Speak Up newsletters with updated information regarding community outreach.
 - Create content and social media campaigns to increase volunteerism.

CASA VOLUNTEER COORDINATION

- Coordinate the recruiting and screening process of potential CASA Volunteers
 - This includes but is not limited to organizing orientations, interviews, and collection of background and compliance documents
- Adhere to organizational policies regarding such issues as volunteer eligibility and program requirements.
- Manage and coordinate the activities of the Volunteer Recruitment Team members
- Coordination and execution of CASA training program for potential CASA volunteers utilizing the National CASA core curriculum through CASA University and in-person.
 - This includes being knowledgeable on all curriculum chapters and being ready to teach if necessary
- Ensure volunteer file compliance
- Schedule and coordinate graduation ceremonies

SKILLS/KNOWLEDGE

- 2-4 years experience with an organization with an emphasis on recruitment, training, and public relations preferred.
- Excellent verbal and written communication skills.
- Ability to forecast and manage multiple projects with deadlines while maintaining a high degree of accuracy.
- Excellent organizational skills and ability to complete projects independently and as part of a team with a creative, problem-solving attitude.
- Communicate and work effectively with volunteers, donors, staff, and board members.
- Proficiency in Social Media, Microsoft Office, Constant Contact, and content development programs.
- Must be able to load and unload up to 50 lbs.

DISCLAIMER

The information presented indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, nor to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job. CASA is an equal opportunity employer.

CASA of Kern County
1717 Columbus Street Bakersfield, CA 93305
661-631-2272