



EMPLOYER: CASA of Kern County
POSITION: Community Outreach & Marketing Coordinator
STATUS: Full-time; Non-exempt; Hourly
LOCATION: Bakersfield, CA
REPORTS TO: Program Manager

ORGANIZATION OVERVIEW:

CASA of Kern County began operations in 1994 to serve in the best interest of foster children - giving a voice to abused, neglected, and abandoned children living in protective care in Kern County, California. Our mission is to recruit, screen, train, and support volunteers from throughout Kern County to serve as advocates in child dependency proceedings. To do this, our advocates become a consistent caring thread in the lives of the children served, during a very traumatic and changing period. We support and closely supervise the advocacy work of our volunteers throughout the duration of their assignments. CASA of Kern County is here to protect and ensure each child's right to a safe permanent home. CASA of Kern County has recruited and trained over 1,350 Advocates and served over 3,500 children. We celebrate our values of respect, integrity, courage, and hope through our work, and most importantly, our people. We seek champions for our mission and those committed to excellence.

POSITION OVERVIEW:

The Community Outreach & Marketing Coordinator has the primary responsibility of undertaking community outreach and engagement to identify and recruit volunteers while building relationships in the community so that we can share the CASA's message and build a supportive and robust volunteer retention program. This position will also provide support in the collection of the program's data and documents. They will assist with developing and implementing the organization's brand strategy by being proficient in all social media platforms, creative with content creation, and able to utilize graphic design in the production of marketing materials. This position is a critical member of the CASA of Kern County team and serves as an ambassador of the organization, representing the CASA at various events with the public and its partners. This position reports to the Program Manager and works closely with the Fund Development team and the Public Relations Committee.

JOB DUTIES & RESPONSIBILITIES:

Coordination of CASA Volunteer Recruitment:

- Coordinate CASA volunteer recruitment and outreach activities in partnership with the staff, our volunteers, the board of directors, and current and potential community partner entities to identify a diverse and qualified pool of volunteers who meet the organization's strategic goals and needs.
- Organize and lead the Volunteer Information Sessions, including ensuring information in our case management software is up-to-date, accurate, and detailed.
- Lead the continuous quality improvement of the Info Sessions and follow ups with the attendees and no-shows.
- Work with community partners to host a minimum of 4 outreach booths per month and 2 speaking engagements with local civic clubs, businesses, and/or churches to build brand awareness and recruit volunteers.
- Work with the Training & Retention Coordinator to ensure smooth transition of recruits to training classes.

Coordination of Volunteer Opportunities, Events, & Retention Programs:

- Work with the Training & Retention Coordinator to support a robust volunteer retention program engaging current and tenured CASA volunteers.
- This role will assist in coordinating a team of volunteers to support volunteer recruitment.
- The Community Outreach & Marketing Coordinator will work with staff to design, promote, maintain, and support a range of volunteer opportunities within the organization including maintaining volunteer service descriptions for the non-CASA volunteer roles.
- Provide support to staff for outreach with various non-advocacy volunteer support roles.
- Collaborate with the Fund Development Department to support resource development and communication initiatives such as promoting our recurring giving program, Circle of Hope.
- Participate in volunteer recognition programs and events such as the annual Advocate Appreciation Event.

Oversee the Data Collection of Volunteer Recruitment & Retention Efforts:

- Support the development, measurement, and ongoing evaluation of volunteer recruitment efforts to ensure success and continual improvement.
- Report on the success and challenges of marketing and recruitment strategies including analyzing data to inform continuous improvement.
- Work closely with the PR Committee to inform strategic outreach and marketing efforts.

Marketing & Communications:

- Create marketing materials for recruitment, program events, training, and other organizational activities while maintaining a consistent brand identity.
- Manage and author the 'Heart of the Matter' and all constituent monthly e-newsletters.
- Help strengthen the CASA brand by managing and creating social media content.

Miscellaneous:

- Other related job duties, as needed; non-essential job duties, non-related responsibilities, and other tasks, as required by the organization, may be assigned from time to time.
 - CASA of Kern County is a small non-profit organization requiring flexibility from its staff.

JOB QUALIFICATIONS & REQUIREMENTS:

- Flexibility with availability including frequent evenings and some weekends.
- Bachelor's degree or equivalent experience working in marketing, communications, outreach and engagement, social-services, and/or a related field is required.
- Minimum 1-3 years relevant work experience in community outreach and engagement, marketing, or social services.
- Strong working knowledge of the community's resources and the strengths and challenges to improve and grow the organization's volunteer engagement.
- Public speaking experience preferred.
- Individuals should be highly self-motivated and able to work independently.
- Must complete Volunteer Advocate Core Training.
- Must pass a comprehensive background check.
- Strong written communication skills including editing.
- Excellent oral communication skills including the ability to present to diverse audiences in various situations.
- Competence in Microsoft Word, Excel, PowerPoint, and Outlook. Experience with Optima preferred.
- Comfortability with learning new software programs and utilizing them regularly.
- Strong task prioritization and project management skills.
- Demonstrated respect of all people regardless of socioeconomic background, culture, religion, sexual orientation, disability, or gender expression, and experience working with culturally diverse populations.
- Ability to maintain confidentiality and exercise diplomacy and discretion in communications with others.
- Spanish-English bilingual candidates are strongly encouraged to apply.

PAY & BENEFITS:

- The pay range for this full-time role is \$23.00 to \$25.00 per hour.
- Health, dental, and vision insurance coverage.
- 401k with an employer match of up to 2%.
- A basic life insurance policy with the cost covered 100% by the organization.
- Career development opportunities, team activities, and organizational affiliations.
- Paid holidays, generous PTO, and a flexible work schedule.

EQUAL EMPLOYMENT OPPORTUNITY POLICY:

CASA of Kern County policy prohibits unlawful discrimination based on race, color, creed, gender (including gender identity and gender expression), religion (all aspects of religious beliefs, observance or practice, including religious dress or grooming practices) marital status, registered domestic partner status, age, national origin (includes language use and possession of a driver's license issued to persons unable to prove their presence in the United States is authorized under federal law), ancestry, physical or mental disability, medical condition (including cancer or a record or history of cancer, and genetic characteristics), sex (including pregnancy, childbirth, breastfeeding or related medical condition), genetic information, sexual orientation, military and veteran status or any other consideration made unlawful by federal, state, or local laws and regulations.