

Community Outreach Coordinator

Job Description



Position Summary

The Community Outreach Coordinator is a part time (20-25 hours per wk) position that is responsible for developing and implementing marketing strategies that build awareness, engage the community, and recruit volunteers in Sandoval and Valencia Counties. The key responsibilities include, but are not limited to: creation of marketing and recruitment strategy plans, design of marketing collateral, social media postings, website management and SEO, and other outreach initiatives that attract volunteers and community partners.

Preferred applicant attributes

College degree and/or relevant work experience with an emphasis on marketing and outreach in a nonprofit environment. Comfortable with technology, graphic design, and a variety of modern marketing tools. Motivated self-starter who thinks outside of the box and understands the intricacies and challenges of local demographics. Willing to work remotely, and have ability to travel throughout Sandoval and Valencia Counties.

Reports to the Executive Director

1. Marketing and Recruitment Plan Development	<ul style="list-style-type: none">- Survey demographics of Sandoval and Valencia Counties and create marketing and recruitment plans that align with organizational goals and current court case needs.- Build and maintain contact list for a variety of marketing and outreach outlets.- Serve on the organization's development committee
2. Content and Collateral Creation	<ul style="list-style-type: none">- Utilize graphic design software to create targeted and compelling messaging to increase brand and mission awareness that will increase volunteer inquiries and community engagement.- Post and monitor regular social media communications.- Update website content, ensure SEO, and monitor traffic.

	<ul style="list-style-type: none"> - Create monthly and quarterly newsletters.
3. Public Relations and Outreach Event Attendance	<ul style="list-style-type: none"> - Develop relationships with businesses and groups to recruit volunteers and spread awareness. - Actively identify and attend a variety of virtual and in-person community events to increase exposure.
4. Align marketing/outreach initiatives and metrics with current organizational goals	<ul style="list-style-type: none"> - Keep the pulse of current organizational needs and management directives to create messaging that is relevant and strategic. - Monitor and analyze marketing data, including online advertising such as Google ads, and develop appropriate metric reporting that identifies successful strategies and areas needing improvement.
5. Assist staff and board members with communications and recruitment	<ul style="list-style-type: none"> - Monitor incoming volunteer inquiries and conduct initial screening interviews. - Promote and track continuing education opportunities to CASA volunteers and board members. - Coordinate with the chairs of recruitment committees to assist with recruitment communications. - All other communication tasks as assigned by the Executive Director.

CASA Partners 4NMKIDS provides employment opportunities to applicants and employees without regard to race, color, religion, sexual orientation, gender identity, national origin, protected veteran status or disability. Employment decisions are made on the basis of job-related criteria.

Our mission and vision- CASA Partners 4NMKIDS recruits, educates, and supports volunteers to advocate for the best interest of abused and neglected foster children in both Sandoval and Valencia Counties. We believe the children we serve deserve a safe and loving environment, and should be given the opportunity to thrive. We value...

Cultural Diversity- We respect and value diversity in all forms. We strive to be inclusive and welcoming. We are conscious of different cultural dynamics and are adaptable in our approach.

Quality- We adhere to standards of excellence and best practices to support our volunteers, staff, and board.

Collaboration- We utilize an advocacy approach that includes multiple stakeholders to identify the needs and best interest of the children we serve