

**Central Georgia CASA, Inc.**  
**Development and Outreach Coordinator**  
**Job Description**

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Supervised by: Executive Director  
Position type: Full time

**Purpose:**

Identify, recruit, screen, and train volunteers to support the goal that every child experiencing foster care shall be appointed a CASA. Develop strategies for securing support from individual donors, businesses, churches, and organizations by communicating Central Georgia CASA's mission, story, and needs.

**Essential Responsibilities:**

**Community Outreach, Education, and Recruitment**

- Responsible for volunteer recruitment related activities to ensure sufficient number of CASA Volunteers.
- Develops and implements annual Recruitment Strategy, including managing progress, reporting, and routine updates to the Executive Director.
- Develops a process to ensure ongoing development for recruitment of prospective volunteer base.
- Plans, coordinates, and attends events to recruit and build community awareness Central Georgia CASA's mission, work, and needs.
- Conducts research on volunteer and/or funding sources through all means available, including social media pages or publications from other agencies.
- Coordinates and provides presentations to current and potential volunteers and community groups in conjunction with the Executive Director.
- Responds to individual and community inquiries regarding volunteer opportunities (i.e. Rotary, Family Connections, philanthropic and school groups, etc.).
- Creates multi-media communications targeting CASA Volunteers, Board members, Donors, and Stakeholders in collaboration with the Executive Director in order raise community awareness of Central Georgia CASA's mission, work, and needs.
- Collaborates with staff to obtain success stories, and writes summary narratives to share in recruitment and awareness efforts, maintaining a library of success stories.
- Promotes the organization's mission from various platforms and enlists various communication modes to reach current and potential CASA Volunteer, donors, and/or Board Members.
- Collaborates with National CASA and Georgia CASA to access community education and marketing resources and ensure compliance with brand guidelines and Program Standards.
- Develop and produces the annual Impact Report by collecting data year-round, creating a story board, and collecting pictures.
- Utilizes CASAManager or specified database software for tracking volunteer inquiries and timely follow-up contacts.
- Collaborates with other staff in efforts of ongoing volunteer appreciation and recognition.

**Applicant Screening and Interview Process**

- Receives initial application for potential Volunteer Advocates.
- Schedules and conducts Pre-Service Interviews for applicants.
- Ensures completion of volunteer application package.

- Maintains applicant and CASA Volunteer data including demographics and contact information in CASAManager or specified database software.
- Completes all volunteer screening requirements as mandated by National and State Standards.
- Identifies initial concerns regarding applicants and facilitates discussion with Executive Director as needed.
- Ensures applicant compliance and notifies applicant of confirmation of approval.

### **Training Collaboration**

- Coordinates and delivers CASA Pre-Service Training.
- Maintains Pre-Service Training records and documents by utilizing existing database system.
- Receives feedback from other staff on skill levels/gaps of new and existing CASA Volunteers for In-Service Training, revision of Pre-Service Training curriculum, and support purposes.
- Identifies concerns regarding trainees, facilitates discussion, and develops plan of action with Executive Director as needed.
- Partners with Volunteer Coordinators in the transition from trainee to CASA Volunteer.

### **Engagement Stewardship**

- Maintains a current contact list of all volunteers and donors.
- Sends timely *Thank You* correspondence for in-kind and financial contributions.
- Identifies and implements recognition strategies and activities.
- Creates acknowledgement and recognition displays on the website and at various events.
- Makes recommendations and provides tactics and strategies to advance engagement.
- Builds and nurtures relationships with individuals and businesses to increase their commitment to the organization.

### **Office Operations**

- Retrieves and opens all agency mail, aligned to policy compliance.
- Answers and returns phone calls or other communication attempts within 24 hours.
- Answers incoming office phone calls and responds to visitors appropriately and in a timely manner.
- Attends Staff Meetings and other internal meetings as needed or assigned.
- Utilizes public network for storage and use of all agency related documents.
- Utilizes calendar to manage work activities and shares with Executive Director.

### **Professional Behaviors**

- Professionalism that includes, but is not limited to, understanding boundaries, forgiveness, consistency, active listening, keen observation, teamwork, values, role modeling, recognition of others, and leadership attributes.
- Communication skills, including the ability to modify, develop, and improve skills.
- Positive attitude and excellent teamwork skills.
- Accepts other assignments beyond primary job duties, that may support agency public relations, community education, and resource development or service delivery.
- Participates in volunteer appreciation activities.
- Able to receive feedback on performance and make changes necessary to perform the job; flexible, can change and adapt routines, duties, and interactions.
- Exhibits trust and respect for the authority and decisions by the Executive Director and the Board of Directors to lead the agency's growth, direction, and evolution.
- Ability to recognize and embody the organizational mission, including the incorporation of shifts and changes within the agency structure.

- When faced with conflict, confusion or disagreement, has the ability to resolve, problem solve, and move on without withdrawing from the team or negatively impacting team productivity.
- Consistently reads and responds appropriately to written information in a timely manner.
- Ability to seek support and clarification in a timely manner from appropriate managers.
- Professional interactions with visitors, volunteers, donors, board members, and funders.
- Recognizes and respect boundaries with regard to other employees, including employees' personal space, belongings, and private information.
- Accepts professional development and life-long learning as a requirement of the job.
- Recognizes how personal values, opinions, and biases can affect professional judgment.

**Education and Experience:**

Minimum requirement of Bachelor's Degree OR Associate degree with 3 years of related experience. Preferred: Bachelor's degree in marketing, advertising, public relations, communications, or related field OR 3 years of comparable experience.

**Preferred Skills and Knowledge:**

- Strong communications, writing and presentation skills.
- Strong community networking ability to form effective relationships with a broad range of individuals and groups.
- Knowledge and understanding of issues and dynamics within families in crisis relating to child abuse and neglect.
- Understanding of Georgia and National CASA Standards, vision, and mission.
- Understanding of the court system, players, and process.
- Understanding of grant requirements.
- Ability to build and maintain relationships with internal and external stakeholders.
- Organizational skills including daily time management and demonstrated ability to prioritize tasks.
- Initiative in the implementation and completion of job duties.
- Uses effective problem-solving strategies.
- Quality written and verbal skills with associated analytical and documentation skills.

**Physical Requirements:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk and hear. The employee will sit for extended periods and is frequently required to stand; walk; use hands to handle and keyboard; and reach with hands and arms. The employee is occasionally required to climb or balance, and stoop, crouch or crawl. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus. Ability to operate a motor vehicle.

**Other Requirements:**

- Valid driver's license, vehicle registration, and insurance.
- Intermediate to advanced computer skills proficient for use of MS Office and web-based systems.
- Successful completion of comprehensive background checks.

Disclaimer: This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee. Duties, responsibilities, and activities may change or new ones may be assigned at any time with or without notice.

