

CASA of Central Texas, Inc.

POSITION DESCRIPTION

Title: Community Engagement Coordinator
Status: Exempt / Full-time (40 hours per week)
Schedule: M-F flexible with frequent evenings and weekends
Reports to: Recruitment and Training Director
Location: Based in New Braunfels, TX or San Marcos, TX. Frequent travel within the Central Texas area utilizing your privately-owned vehicle (mileage reimbursed).

ABOUT US:

We envision a world where every child thrives in a safe, stable, loving home. CASA of Central Texas (Court Appointed Special Advocates) provides high quality best interest advocacy for children and youth in the child welfare system. We train and empower community volunteers to ensure children's needs are met and their voices lifted. We commit to strengthen the connections and well-being of children in foster care, one family at a time. CASA of Central Texas is a 501(c)(3) non-profit organization that has been in operation since 1985. In 2022, we served 562 children (65% of children in care) with 255 volunteers in Caldwell, Comal, Guadalupe and Hays Counties.

VALUES & PRIORITIES:

CASA CenTex core values include advocacy, dedication, compassion, support, integrity and relationship. Our strategic priorities focus on engaging community partners and stakeholders to build strong relationships; improving workforce stability and retaining operational knowledge; strengthening business practices for efficiency and effectiveness; and proactively marketing our organization to build and grow within our service area.

JOB SUMMARY:

The Community Engagement Coordinator is a key role interfacing directly with the community at-large to build a pipeline of prospective volunteers who are interested in serving as advocates for children and youth. This role is responsible for initiating outreach strategies and activities, cultivating interpersonal relationships, and motivating engagement toward becoming a Court Appointed Special Advocate volunteer. The CEC collaborates with our Communications & Marketing team on developing ideas and creating materials. This position also works very closely with our Training team to smoothly move prospective volunteers from the application step into a pre-service volunteer training class. The CEC contributes to the development of the volunteer recruitment plan, volunteer retention activities and exercises independent judgment and discretion when interacting and engaging with the community. Through the blending of strong networking, interpersonal, and presentation skills, you will help inspire people toward action.

In this position, you will build awareness of the work of CASA of Central Texas (CASA) through a variety of channels. The CEC has responsibility for outreach functions and community engagement by finding opportunities to connect diverse individuals and organizations to CASA, executing our program's Inclusiveness and Diversity Plan, and coordinating events that achieve volunteer recruitment goals. The ideal candidate will be a professional contributor to relationship building; have a passion to share the CASA mission; and enjoy public relations. To succeed in this position, you should be a highly personable multi-tasker with public speaking experience, and event coordination know-how. You should be resourceful, perceptive, adaptable, and organized with the ability to build rapport with volunteers, donors, vendors, all levels of our team and a wide variety of community supporters. You will be expected to maintain confidentiality and to always uphold the best interests of our organization.

QUALIFICATIONS:

- Bachelor's degree in related field, or equivalent combination of education and lived experience in recruitment, community outreach, social work, marketing, public relations, or social work.
- Experience and ability to deliver professional, polished events and presentations.
- Strong networking and relationship building skills; experience connecting with diverse groups.
- Proactive ability to organize and prioritize quickly; strong time management skills with the ability to manage multiple assignments and deadlines.
- Bi-lingual in Spanish preferred.
- Experience working with volunteers and/or a non-profit organization is preferred.
- Demonstrated investment in their community.
- Expected to complete CASA training within three months of hire, or have attended training within the last three years.

ESSENTIAL JOB FUNCTIONS:

Outreach and Recruitment:

- Evaluate and develop recruitment strategies. Help create and maintain a volunteer recruitment strategic plan.
- Develop and implement a Community Outreach Team, including key talking points and support materials as agreed upon with the Communications department, recruiting current CASAs and board members to participate in community outreach events.
- Attend and deliver talks and presentations to local community groups and organizations; represent CASA at events as a public speaker and organizational ambassador.
- Increase public awareness and build alliances. Set up speaking opportunities throughout our four-county region at Rotary, Chambers, Elks, Lions, churches/places of faith, etc. Network, build, and maintain relationships with larger community partner agencies and underrepresented community leaders as collaborative partnerships.
- Grow the volunteer pool and improve volunteer diversity. Analyze data to help identify needs for community engagement around specific goals, particularly diversifying CASA's volunteer pool (targeted recruitment of African-Americans, Hispanic/Latinx, Spanish

speakers, and males). Collaborate and participate in culturally-oriented community activities, festivals, holidays, etc.

- Fully utilize available technology to meet data analysis and planning needs related to volunteer demographics, community demographics, and community engagement. Follow up with and keep track of volunteer inquiries in CASA's online database. Run monthly reports on number of inquiries and applicants in CASA's online database.
- Communicate updates and collaborate with Communications department to increase community engagement by contributing new content for our toolkits, website and social media, building brand awareness, differentiating CASA of Central Texas, and recruiting diverse volunteers.
- Coordinate with Training staff to ensure prospective volunteer data is accurately recorded in our program database.

Event Planning and Coordination:

- Coordinate all details related to recruitment events, including submission of applications to community events, tracking and updating status, all event preparation, scheduling volunteers for community awareness and recruitment events, and event follow-up.
- Maintain a calendar of community outreach events and ensure that key deadlines are met and that volunteer recruitment is maximized.
- Maintain inventory of all promotional materials.
- Assist in planning and coordinating quarterly volunteer appreciation events.

Other:

- In accordance with team philosophy, perform other related duties as may be requested by the Recruitment & Training Director and CEO.
- Maintain confidentiality of CASA clients, volunteers, staff and donors; protect confidentiality by being aware of information in workspace and of persons who can hear confidential conversations; utilize locking enclosures for paper and electronic information.
- Participate in minimum 12 hours annual self-development training; periodically attend advocate trainings, advocate recognition events and court hearings to remain connected with our mission.
- Attend conferences and workshops, meetings and events as requested.
- Demonstrate and champion alignment with CASA vision, mission, and values in daily work.
- Travel to/from CASA offices located in New Braunfels and San Marcos; travel in 4-county service area; and occasional travel to other locations.
- Knowledge, Skills, and Abilities: Proficiency in MS Office (Word, Excel, Outlook, PowerPoint, Teams). Knowledge of effective utilization of audio-visual equipment preferred. Very strong process management and project management. Clerical skills with attention to detail and accuracy. Excellent people skills with the ability to partner with a dynamic leadership team. Strong interpersonal, written and verbal communication skills. Patient and adaptable approach, working with cross-disciplinary teams in a collaborative style; efficiently problem solve with others. Ability to be flexible and manage multiple directions. Ability to work independently, be goal-oriented with

initiative, and handle multiple priorities, task and deadlines. Ability to work in sensitive situations, with sensitive information, and maintain confidentiality.

Work Environment and Physical Demands:

- Prolonged periods of sitting at a desk and working on a computer. Reach with hands and arms. Stand, walk, sit; climb and descend stairs; use hands to finger, grasp, handle, feel or operate objects, tools or controls. Walk and stand for long periods of time at community functions. Speak, hear and read both in quiet, small, private settings as well as loud, large, public settings. In-office and out-of-office public contact with people. Occasionally required to kneel, bend and crouch. Occasionally lift and move up to 50 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus. Subject to the usual interruptions associated with providing friendly service and performing multiple duties; respond courteously and professionally; operate typical business office equipment; duties normally provided in surroundings where undesirable physical conditions and hazards are minor and controllable.
- Frequently and regularly required to attend off-site functions and will be required to provide own transportation (mileage reimbursed).
- Business appearance and proper grooming/hygiene required and determined by professional situation. i.e. Business casual, Business professional, cocktail/black tie, etc.
- Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this position.

EMPLOYEE ACKNOWLEDGEMENT:

I acknowledge that I have received, read, and understand this Position Description for Community Engagement Coordinator. I hereby certify that I have the ability and I agree to perform this job to the best of my abilities, the functions and duties described herein, with or without reasonable accommodation. I understand that this document does not constitute an employment contract or alter my "at-will" employment status. I further understand that the duties and responsibilities described herein are subject to change or modification, as determined by management, and that I am responsible for performing any job duties, or other tasks, and responsibilities that may be assigned, and/or directed by management.

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Employee Name, Print	Signature	Date