



**CASA OF CAMERON AND WILLACY COUNTIES, INC.  
JOB DESCRIPTION – Recruitment and Public Relations Coordinator**

TITLE: Recruitment and Public Relations Coordinator

CLASSIFICATION AND STATUS: – Full Time

REPORTS TO: Executive Director

NON-EXEMPT

PRIMARY RESPONSIBILITY: The recruitment of volunteers and public relations with both the public and private sector.

**JOB ACTIVITIES:**

**A. Recruitment:**

1. Serve as a member of CASA's Recruitment Team composed of board, staff, and volunteers;
2. Work with the Recruitment Team to create an annual volunteer recruitment and retention plan for the agency based upon strategies created in the agency's strategic plan;
3. Responsible for the implementation of all recruitment and retention strategies developed by the Recruitment Team;
4. Ensure the Recruitment Team meets quarterly to evaluate the agency's recruitment and retention strategies;
5. Responsible for seeking events/opportunities to attend for recruitment; attends events held after hours and weekends.
6. Serve as the point of contact for prospective volunteers by providing information on a one to one basis, answering any questions, and providing information on upcoming trainings;
7. Maintain a volunteer database documenting all volunteer inquiries and follow-up;
8. Develop recruitment materials that are distributed to all prospective volunteers;
9. Ensure all prospective volunteers are notified of upcoming volunteer trainings and other agency events;
10. Conduct all required preservice screening, including interviews and background checks, on all prospective volunteers and determine if they meet agency qualifications;
11. Assist the Volunteer Trainer in obtaining all necessary information for each volunteer's agency file;

12. In coordination with the Executive Director, Volunteer Trainer/Volunteer Supervisor, create and implement a volunteer application, background screening materials and preservice interview questions that adhere to agency and Texas CASA standards;
13. Record, report and prepare statistical reports of recruitment efforts.
14. In coordination with the Executive Director, Volunteer Trainer/Volunteer Supervisor, develop the content/material and annual inservice training schedule;
15. In coordination with the Executive Director, Volunteer Trainer/Volunteer Supervisor, assist with retention efforts.

**B. Public Relations:**

16. Establish relations and communication with community organizations, faith based organizations, local business and general public.
17. Initiate marketing strategies to target all populated areas in both Cameron and Willacy Counties.
18. Promote the mission of CASA at all community events including CASA sponsored events. Including events held after hours and weekends.

**C. Other Duties:**

19. Provide the Executive Director with monthly progress reports on volunteer recruitment activities;
20. Assist with the volunteer retention efforts.
21. Promote and maintain congenial relationships with other professionals;
22. Perform additional duties as requested.

**QUALIFICATIONS:**

1. Mature with a great ability to lead.
2. Strong organizational skills and administrative skills.
3. Great relationship skills.
4. Good communication skills both verbal and written.
5. Self starter with minimal guidance.
6. Bachelor's degree in social work and/or related field required.
7. Prior experience in volunteer recruitment, screening, and management preferred.
8. Prior experience in facilitation or course instruction preferred.
9. Ability to work with a variety of individuals.