

JOB DESCRIPTION

Position Title: Director, Strategic Volunteer Engagement	Classification: Exempt	Date last revised: 5/29/26
Department: Development & Engagement	Supervises (currently): Volunteer Engagement Managers	
Reports To: Chief Development Officer		

Purpose

Our mission is to create and support one-to-one mentoring relationships that ignite the power and promise of youth. Our vision is that all youth achieve their full potential.

Big Brothers Big Sisters of Central Indiana serves more than 1,000 youth annually ages 8 - 25 in Hamilton, Johnson, and Marion Counties. We partner with parents/caregivers, volunteers, schools, and the donors in our community to defend, ignite, and empower the potential of every child we serve.

Purpose of this function: The Development & Engagement team forges powerful partnerships with corporations, individuals, and the broader community to recruit mentors, fuel 1:1 and programmatic mentoring, and drive sustainable fund development ***serving as a unified team that amplifies mission engagement.***

Purpose of this role: Lead and strategically implement best practices in volunteer recruitment, relationship building, events, and drive results.

Commitment to Core Values of Access, Belonging, & Opportunity

The Core Values of the Big Brothers Big Sisters network are Access, Belonging, & Opportunity. At Big Brothers Big Sisters of Central Indiana, we harness the power of our mission to connect people in relationships that celebrate and affirm who they are, foster a sense of belonging, and enable opportunities and experiences to empower their potential. All staff are expected to demonstrate commitment to the Core Values through their everyday work and learning.

Key Competencies

To excel in this role, the Director of Volunteer Engagement will be strategic, collaborative, opportunity-minded, optimistic, self-motivated, adaptable, results-driven, energized by a fast-paced environment, effective at building relationships, motivated to make things happen, able to

move multiple priorities forward together and confident in leading a team. Additionally, excellent communication and interpersonal skills are a must.

Responsibilities

Strategic Leadership & Team Management

- Lead with clear expectations, direction, and support to staff and volunteers engaged in volunteer engagement and related initiatives
 - Initiate, develop and present plans for volunteer engagement to effectively convert interest into action.
 - Collaborate cross-functionally with the Enrollment & Matching Team to align recruitment strategies with program needs and maintain strong volunteer yield rates.
 - Collaborate cross-functionally with Development to cultivate and steward relationships with volunteer engagement potential.
 - Guide, engage, and support Board and volunteer committees, as assigned, ensuring clarity of purpose, accountability, and alignment with organizational goals.
 - Oversee implementation and stewardship of key community and volunteer relationships, ensuring consistency, effectiveness, and mission alignment.
 - Model and reinforce BBBSCI values, serving as a professional, mission-driven ambassador in all internal and external interactions.
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Results-Oriented Volunteer Lead Generation

- Lead ongoing and new strategic volunteer recruitment efforts to generate the quantity and diversity of volunteer inquiries needed to meet program service goals.
 - Develop and implement a comprehensive volunteer recruitment plan in collaboration with internal teams, incorporating campaigns, presentations, outreach events, marketing and data-informed strategies.
 - Oversee engagement pathways for volunteers who are not yet ready to serve as mentors, ensuring meaningful entry points and long-term cultivation into mentoring roles.
 - Monitor recruitment outcomes and adjust strategies to strengthen conversion, readiness, and retention across the volunteer pipeline.
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Strategic Partnership Development

- Develop, cultivate, and sustain strategic external partnerships that support volunteer recruitment goals and advance BBBSCI's programming objectives.
- Direct community engagement efforts to ensure BBBSCI maintains a strong, visible, and authentic presence throughout the service area, fostering trust, relevance, and belonging.

- Ensure BBBSCI representation at targeted community events, coalitions, and strategic opportunities to build awareness, deepen relationships, and invite engagement with the mission.

General Requirements

- Maintain timesheet and budget documents, including invoices and other expenses, and submit through proper channels promptly.
- Participate and engage in continued staff learning and discussions.
- Attend required meetings and events as scheduled.
- Establish and promote positive communication among all team members of BBBSCI to increase collaboration and reduce inefficiencies.
- Always represent BBBSCI professionally, providing courteous service to internal and external constituents and presenting a positive image of BBBSCI.
- Abide by BBBSCI policies and practices.
- Complete other duties as assigned.

Evaluation of Performance

Performance will be evaluated based on meeting the requirements of the job description; meeting performance metrics and other quality indicators established for this position; working effectively in a team environment; and demonstrating the values of Big Brothers Big Sisters of Central Indiana.

Experience, education, degrees, and licenses

- Bachelor's Degree in Marketing, Non-Profit Management, or a related field
- 3+ years of experience in recruitment, sales leadership, fundraising or strategic marketing.
- Leadership experience in decision-making through data, communication, and collaboration
- Proven experience managing a team and hitting measurable KPIs.
- Strong public speaking and relationship-building skills.
- Proficiency in Microsoft office, ability to learn Raiser's Edge and Matchforce databases.
- Participation in continuing education programs as requested.

Physical demands/Work environment

- Must be able to work proficiently with computers and other office equipment.
- Required to travel approximately 3 to 4 days a week to represent BBBSCI in the community and meet community members, potential volunteers, partners, donors, vendors, or consultants, as well as attend conferences and other meetings, etc. Travel is generally within Central Indiana.
- Overnight travel potential 0-1% yearly for conferences.
- Must be able and willing to work evenings and weekends as required by agency.

- Must have reliable transportation. Drivers of privately owned vehicles must have valid driver's license and meet state required automobile insurance minimums. May be required to transport clients.
- Must be able to meet eligibility requirements in a background check consisting of National Sex Offender, Criminal History and Motor Vehicle Registry and verified through fingerprinting.

Acknowledgements

Supervisor: I have reviewed this job description with my employee.

Signature: _____ Date: _____

Employee: I have reviewed this job description with my supervisor and acknowledge receipt.

Signature: _____ Date: _____

Human Resources:

Signature: _____ Date: _____