

Position Title: Volunteer Outreach & Engagement Coordinator	Classification: Non-Exempt	Date last revised: 4/29/21
Department: Marketing	Supervises:	
Reports To: Director of Marketing		

Organizational Overview

Big Brothers Big Sisters of Central Indiana works to defend, ignite, and empower the inherent potential of youth through one-to-one mentoring relationships.

Position Purpose

To execute the volunteer engagement efforts for the agency through strategic recruitment campaigns and outreach, and community focused partnership development, and implementation of marketing and social media strategies to initiate the enrollment process with a high level of customer service.

Key Competencies

To excel in this role, the Volunteer Outreach & Engagement Coordinator will be an energetic, creative, self-motivated, multi-tasker who can help build community-focused partnerships, coordinate volunteer campaigns, and represent the agency through presentations with a goal of recruiting mentors. Must be flexible, focused to meet monthly metrics, and have excellent communication skills.

Key Duties

Outreach and Engagement:

- Participate in the development, measurement, and execution of the agency volunteer engagement strategy based on agency goals and needs.
- Recruit volunteers based on specific agency goals and needs through scheduling, planning, facilitation, and follow up of presentations, meetings, participation at fairs/events, booths, and other opportunities to build awareness.
- Develop and execute strategic recruitment campaigns including planning, partnership development, development of messaging and materials, etc.
- Prospect, build and steward partnerships to generate volunteers by being the lead for assigned external partnerships and strategic relationships.

- Be an ambassador for BBBS by representing the agency in a professional manner, identifying and seizing opportunities to recruit volunteers, and furthering the mission of BBBS by being present at relevant community networking and other events/forums.
- Lead and provide vision for the Big Impact Task Force focused on volunteer engagement.
- Maintain customer service at levels exceeding expectations of our partners, volunteers, parents, and children.
- Maintain budget documents including invoices and other expenses incurred by department as needed.
- Create introductory engagement opportunities for individuals who are trying to decide their commitment level with the hopes they will become Bigs.
- Work closely with Enrollment & Matching team to coordinate and strategize volunteer priorities and needs.
- Maintain and respond to inquiries via external sites (ex. Mentor.org, volunteermatch).
- Ensure accurate, consistent and timely documentation and records in database according to BBBS Standards and Agency policies & procedures.
- Ensure high-level expertise in applying child safety and risk management knowledge, policies and procedures throughout all aspects of job function.
- Share with development, engagement, partnership and/or marketing staff potential partnership relationships and stories as discovered through match contacts with Big, Little and Parent/Guardian.

General:

- Attend required meetings and events as scheduled.
- Establish and promote positive communication among all team members of BBBS to increase collaboration and reduce inefficiencies.
- Represent BBBS in a professional manner at all times, providing courteous service to both internal and external constituent and presenting a positive image of BBBS.
- Abide by BBBS 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

Minimum requirements:

- Bachelor's degree preferred. Education or experience in sales, fundraising, communication, marketing, or community development preferred.
- Must have strong presentation skills.
- Participation in continuing education programs as requested.
- Must be able to work proficiently with agency data base, computers and other office equipment.

Physical demands/Work environment

- Must be able to work proficiently with computers and other office equipment.
- Required to travel approximately 70% of time out of the office to present opportunities to potential volunteer. May include some travel to attend conferences and meetings, etc. Travel is generally within Central Indiana.
- 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 pass fingerprinting, background check consisting of National Sex Offender, Criminal History and driving check.

ACKNOWLEDGEMENTS

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

Signature: _____ Date: _____

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

Signature: _____ Date: _____

Human Resources:

Signature: _____ Date: _____