



MANAGER OF VOLUNTEER RECRUITMENT & COMMUNITY ENGAGEMENT

Jackson County CASA (Court Appointed Special Advocates) is a 501(c)(3) nonprofit organization that mobilizes community volunteers who act as advocates for children who have experienced abuse and/or neglect and are under the jurisdiction of the Jackson County Family Court. Our clients face multiple risks, including permanent separation from their birth families due to factors such as substance use disorders, untreated mental health, and intimate partner violence, all of which are often the rooted effects of poverty, community violence, and intergenerational trauma. To mitigate these risks, CASA Volunteer Advocates engage in fact-finding and relationship building with their child clients to make recommendations about all their needs. Collaboration with our child clients and their families is one of our most crucial values and what promotes excellent advocacy and just outcomes in a complex child welfare system.

Our model is simple: Every child client is assigned a Volunteer Advocate, who has been rigorously screened and extensively trained, and a guardian ad litem attorney who advocates for their best interest. This team has access to staff social workers and child welfare experts who help them provide individualized advocacy grounded in evidence-based practices. Together, they assure the best possible outcomes for their children and increase the likelihood for families to be reunited.

At Jackson County CASA, we value our Volunteer Advocates, each other, and most importantly the children we serve. We work hard, love to learn, celebrate our successes, and support one another, all while having a ton of fun! **And best of all, Jackson County CASA is expanding its services and will soon represent all children in Jackson County under the Court's jurisdiction.** This means that we are doubling our service population and that's why we need you! With more staff and Volunteer Advocates, Jackson County CASA will be able to work toward its vision of ensuring every child involved with the Jackson County Family Court due to abuse or neglect will grow up in a safe and permanent home.

OUR VALUES

Connection: We believe that every person deserves meaningful relationships with supportive and loving adults, family, and community and preservation of their cultural heritage, traditions, and identity.

Respect: We value people of all backgrounds and identities and believe that every person deserves to be honored, included, and heard.

Collaboration: We recognize that effective progress and problem-solving require diverse voices, ideas, and perspectives.

Integrity: We honor our commitments to our children and the Court with transparency, honesty, and fairness.

Responsibility: We maximize our resources and support through accountability to our children, stakeholders, and community.

GENERAL STATEMENT OF DUTIES AND RESPONSIBILITIES

The agency is seeking a dynamic and innovative individual who is excited to cultivate community relationships to promote Jackson County CASA's mission and motivate individuals to become Court Appointed Special Advocates. The Manager of Volunteer Recruitment and Community Engagement will be responsible for creating and leading a robust community engagement campaign to expand Jackson County CASA's volunteer portfolio with diverse and passionate Volunteer Advocates who are committed to family-based permanency, including reunification, decreasing a child's time in care, and improving their well-being. This position will plan and execute all volunteer recruitment and community engagement functions while providing excellent customer service to prospective Volunteer Advocates and community members, ensuring all recruitment strategies are aligned with CASA's values.

SUPERVISION RECEIVED

Director of Volunteer Services

ESSENTIAL DUTIES AND RESPONSIBILITIES

Volunteer Recruitment & Community Engagement

- Develop and implement an innovative annual recruitment campaign to grow Jackson County CASA's volunteer corps by 200 new Volunteer Advocates annually. The recruitment plan will prioritize diversifying CASA's volunteer pool to better reflect the population of children we serve, increasing representation of people of color, the LGBTQ+ community, individuals who have lived experience, and men.
- Convene and lead a community outreach team by recruiting existing CASA stakeholders and prepare them to effectively participate in community outreach events by creating, in partnership with CASA's development department, training materials and talking points.
- Seek out and represent Jackson County CASA at community events, both large and small. This includes, but is not limited to, attending corporate lunch and learns, community meetings, and community cultural activities and festivals. Responsible for scheduling, coordinating, and presenting at community events. Will table events and publicly speak at them, as well as interact with event participants to share CASA's mission and to recruit Volunteer Advocates.
- Create and maintain an annual calendar of community engagement events to distribute to agency stakeholders.
- Collaborate with the agency's development department to create new and exciting content for public-facing media in order to increase connection with the community and build brand awareness. Content will be both written and oral and will be tailored to various audiences. Media will include traditional news outlets, such as TV and radio, and social media, such as CASA's website, LinkedIn, Instagram, X, Facebook, and podcasts.
- Ensure the inquiry process for prospective Volunteer Advocates is accessible through print and electronic communication and provide diligent follow-up to anyone interested in CASA's mission.
- Attend trainings and events designed for Volunteer Advocates to remain connected with CASA's Volunteer Advocate base and mission.

Collaboration

- Identify and cultivate relationships with local community leaders, organizations, and networks both large and small, with an emphasis on those who represent underrepresented groups. This includes, but is not limited to, faith-based communities, civic groups, and businesses.
- Create a culture of shared responsibility of outreach and recruitment by partnering with existing CASA Volunteer Advocates, Staff, and Board of Directors to leverage their existing community connections. Maintain a calendar of community outreach events and distribute to agency staff and existing volunteers.
- Lead CASA's DEI Outreach Subcommittee, ensuring regular assessment and alignment of CASA's DEIB goals.

Record Keeping, Evaluation & Reporting

- Maintain records of all engagement activities, community leaders, and prospective Volunteer Advocates.
- Evaluate recruitment strategies for effectiveness and be willing to adjust to fulfill the needs of the agency. Participate in continuous quality improvement and data-driven decisions to assess outreach and engagement efficacy and to drive refinements.
- Collect volunteer and community demographics and analyze data to identify community engagement needs.
- Follow-up with and track Volunteer Advocate inquiries in agency's database OPTIMA.

OTHER DUTIES

- Develop a sound understanding of the specific attributes needed of CASA Advocates.
- Maintain a positive image of Jackson County CASA and provide excellent customer service at all times.
- Maintain strong and open communication with Director of Volunteer Services.
- Act in the best interest of Jackson County CASA at all times.
- Maintain strict confidentiality of Jackson County CASA's clients, volunteers, staff, and donors.

- Will complete a minimum of 12 hours of annual continuing education programming. Will identify personal development goals and training opportunities that will prioritize DEI and new strategies that will enhance volunteer recruitment and community engagement.
- Must complete CASA Pre-Service Training within three months of start date.
- Perform other related duties as requested by the Director of Volunteer Services, Vice President of Operations, and President/CEO.

QUALIFICATIONS and ENTRANCE REQUIREMENTS

EDUCATION and EXPERIENCE

- Bachelor's degree in marketing, communications, or human services preferred. At least two years of work experience in volunteer recruitment, community outreach, marketing, and/or public relations is required.
- Experience working with diverse and underrepresented populations is required. Experience in child welfare preferred.
- Experience working with volunteers and non-profit organizations.
- Demonstrated investment in Jackson County Missouri communities.
- Strong knowledge of talent acquisition.
- Measurable experience initiating and building professional contacts and leveraging those contacts.
- Demonstrated ability to deliver polished presentations and planned events.
- Ability to collect and analyze data in order to make informed decisions.
- Proficient in Microsoft Office programs and social media platforms and trends.

ESSENTIAL QUALITIES

- Must be confident, flexible, and creative, and have exceptional interpersonal skills.
- A respected member of the community, preferably in Jackson County Missouri.
- A strong understanding of what motivates community members to volunteer.
- Excellent presentation and public speaking skills.
- Outstanding written and verbal skills, and strong attention to detail and accuracy.
- Strong organizational skills with the ability to juggle multiple assignments and meet short deadlines.
- Ability to establish and maintain effective working relationships in a diverse and inclusive environment. Must value collaboration and teamwork.
- Ability to work with minimal supervision.
- Must be able to demonstrate adaptability due to the potential for changing duties and responsibilities during the agency's expansion. Optimism is a must.
- Commitment to Jackson County CASA's mission and values.

SPECIAL REQUIREMENTS

- Must submit to and pass a criminal and child abuse and neglect background check.
- Must have flexibility to work nights and weekends. Some holiday work may be required.
- A valid driver's license and reliable personal transportation are required for this position. Frequent travel within Jackson County and surrounding areas will be required. Mileage will be reimbursed.

SCHEDULE and WORK LOCATION

Full time. Flexible work hours as this position will require frequent evenings and weekends. Substantial time will be spent in the community. Ability to work some hours from home. Jackson County CASA is located 2544 Holmes, Kansas City, Missouri 64108.

PHYSICAL and MENTAL DEMANDS and WORK ENVIRONMENT

- Prolonged periods of both standing, walking, and sitting at a desk and working on a computer will be required. Will be required to use hands and fingers frequently. Will climb and descend stairs, grasp, handle, feel, and operate objects, tools, and controls. Will be required to bend, kneel, and crouch; speak, hear, and read both in

quiet, loud, private and public settings, both large and small. In-office and out-of-office public contact with people. Vision abilities include close and distant vision, and the ability to adjust focus.

- Must be able to lift and move up to 25 pounds.
- Most tasks may be required to be performed off-site.
- A great deal of in-person contact with people outside of the office environment will be required.
- The noise level of the office environment is often low to moderate. Position is subject to the usual office interruptions associated with providing service and performing multiple duties in an office environment.
- Proper grooming and hygiene are required. Attire for this position is generally business casual but there may be times that attire is professional, as determined by the setting.
- Reasonable accommodation will be made to enable qualified individuals with disabilities to perform the essential duties and responsibilities.

STARTING PAY

Salary starts at \$55,000 and is DOE.

BENEFITS

Benefits include 15 days paid time off & 15 days paid leave earned within the first year of employment, and paid holidays. 100% employer paid health insurance, 100% employer paid dental, vision, life, and long-term disability insurance. Simple IRA with match. Employee Assistance Program. Jackson County CASA is a child-centered, supportive, and collegial work environment.

APPLICATION INSTRUCTIONS

Submit a cover letter and resume to hr@jacksoncountycasa-mo.org. Please submit a detailed cover letter indicating your interest and qualifications for this position. Resumes submitted without a cover letter will not be considered. No phone calls please.

OUR COMMITMENT

Jackson County CASA is an affirmative action, equal opportunity employer committed to building and supporting a culturally diverse and inclusive work environment that values all staff members' backgrounds and perspectives. We encourage applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital status, disability or veteran status. We are committed to providing reasonable accommodation to qualified individuals with disabilities.

This job description provides a general, but not comprehensive, list of essential responsibilities and qualifications required. It does not represent a contract of employment and Jackson County CASA reserves the right to change the job description and/or posting at any time without advance notice.