



POSITION DESCRIPTION

Mission

To provide children facing adversity with strong and enduring, professionally supported one-to-one relationships that change their lives for the better

Position Title: Dir. of Community Outreach
Reports To: VP of Development & Marketing

Department: Development & Marketing
Hours: Full time
Some evenings and weekends

FLSA: This position is considered to be Exempt for overtime pay provisions as provided by the Federal Fair Labor Standards Act (FLSA).

Position Summary: Dynamic opportunity to change lives! Join our team and become part of a 63 year old tradition in the Valley! We witness the mission of the organization in action every single day. This position is responsible for recruiting high quality volunteers to serve as Big Brothers and Big Sisters by forming partnerships with corporations, community organizations, and higher education institutions. The Director of Community Outreach plays an integral role in marketing BBBSAZ by attending events, doing presentations, using social media and digital platforms, building relationships, and representing the organization at community meetings. The Director of Community Outreach is also responsible for recruiting youth for the program, assisting the program team with projects, and assisting the development team with fundraising projects and events.

Essential Duties and Responsibilities:

- Develop and implement a comprehensive a two-prong recruitment plan to include recruitment of both volunteers and youth
- Provide innovative ideas to ensure that the team is able to meet or exceed monthly and yearly recruitment goals
- Identify industries, demographics, or geographic areas with high potential and develop partnerships through a comprehensive campaign toward potentially volunteer-rich and financially stable corporations in the community
- Engage potential volunteers/corporate partners with the variety of ways to support Big Brothers Big Sisters of Central Arizona, including corporate grants/gifts, event sponsorships, clothing drives and volunteer opportunities
- Plan and execute presentations to recruit mentors
- Seek opportunities to host BBBSAZ info tables at volunteer fairs and community events
- Create and promote quarterly recruitment events/mixers in high recruitment need areas
- Seek opportunities to include BBBSAZ info in corporate/community publications, websites, e-blasts and other forms of communication
- Conduct thorough follow-ups to answer questions and seek applications after all recruitment activities are complete
- Prepare presentations with messages targeted to different audiences
- Manage volunteer opportunity postings on various online portals
- Track and report all recruitment activity details
- Provide on-going support through in-person, email or telephone contact for the potential volunteers

- Provides content for social media and email that promotes recruitment efforts
- Communicate openly with all stakeholders in a manner that is productive, respectful, and sensitive to diversity.
- Identify and manage additional agency volunteers to assist with volunteer recruitment activities
- Engage and steward potential volunteers
- Capture stories from active and past mentors and mentees to share with potential volunteers
- Provide accurate and timely documentation
- Return calls promptly and follow through with commitments
- Hire, supervise and evaluate the Community Outreach Coordinator to ensure partnership goals are achieved
- Hire, supervise and evaluate the Public Ally
- Collaborate with Executive Team (VPs) to ensure the mission of the Agency is carried out through outreach efforts
- Effectively work with Board of Directors, committees, staff, and volunteers on all projects
- Promote agency to community in a positive and professional manner
- Assist as needed at organization's activities/events
- All other duties as assigned

Education: (*Minimum & preferred educational requirements necessary to perform this job successfully*):

- Must possess a minimum of a Bachelor's Degree from an Accredited University.

Related Work Experience:

- 3-5 year proven track record in development or in appropriate transferable responsibilities
- Experience in a leadership & people management role

Agency Core Values:

Ability to demonstrate, understand and apply our workplace values listed below. These are embedded in all roles and responsibilities, and will be considered during all aspects of employment.

- **We Ignite Potential**
We bring out the best in our Bigs, Littles & Families, Staff & Community
We talk beyond today
We believe in what's possible
We focus on sustained positive outcomes for youth
- **We are Ambitious**
We promote collaboration
We take initiative for our own growth and hold ourselves accountable
We are innovative; creative in thought and problem solving
We provide opportunities for youth to thrive
- **We are Committed to Greatness**
We are Customer Service focused ALWAYS
We are agile and can change gears comfortably
We keep safety in the forefront
We offer solutions, not excuses
- **We Fuel Diversity**
We are committed to equity and inclusion
We honor everyone as individuals
We create an atmosphere of respect and acceptance

We develop programming that reflects our community

Skills and Knowledge:

- Experience with Adobe Creative Suite
- Demonstrated strengths in efficiency, timeliness, multi-tasking, and attention-to-detail
- Excellent communications skills
- Proficient computer skills (keyboarding, MS Office Suite)
- Demonstrated Integrity

Time Required: *(Time period the classification is typically expected to perform as a fully trained employee)*

- All new employees shall observe a 90 day introductory period.
- Occasional evening and weekends required

Travel Requirements:

- Occasional out of town travel
- Regular local travel
- Must have reliable transportation

Work Environment/Physical Requirements: *(Specific work place conditions and/or physical abilities that are related to and/or required by this job)*

- Moderate lifting, not to exceed 20 pounds, may occur from time to time.

Equal Employment Opportunity

BBBSAZ provides equal employment opportunities to all qualified individuals without regard to race, religion, national origin, color, gender, marital status, sexual orientation, gender identity, veteran status, or disability. BBBSAZ will comply with all federal, state and local anti-discrimination laws.

Americans with Disabilities Act

Applicants, as well as employees, who are or become disabled must be able to perform the essential duties & responsibilities either unaided or with reasonable accommodation. The organization shall determine reasonable accommodation on a case-by-case basis in accordance with applicable law.

Job Responsibilities

The above statements reflect the general duties, responsibilities and competencies considered necessary to perform the essential duties & responsibilities of the job and should not be considered as a detailed description of all the work requirements of the position. BBBSAZ may change the specific job duties with or without prior notice based on the needs of the organization.

ACKNOWLEDGEMENTS	
Supervisor: I have approved this job description and reviewed with my employee.	
Signature:	Date:
Employee: I have reviewed this job description with my supervisor and acknowledge receipt.	
Signature:	Date:

Revised 9.28.18