



Big Brothers Big Sisters of Metro Milwaukee, Inc. Position Description

Position Title:	Recruitment Coordinator
Reports to:	Director of Recruitment and Enrollment
Department:	Program
FLSA Category:	Exempt
Date Approved:	November 2016

Position Summary

The Recruitment Coordinator recruits potential volunteers and youth as needed to meet the agency annual match goals. This position cultivates new corporate, collegiate, and community partnerships to generate volunteers to mentor youth, and manages existing partner relationships for the purpose of increasing volunteer recruitment and agency awareness. The Recruitment Coordinator develops and implements short and long-term recruitment plans for targeting volunteers and youth to ensure an optimal balance of geographic and demographic factors. Actively represents the agency at community events, corporate networking events, outreach opportunities, and other activities that increase awareness of agency mission and volunteer needs.

Qualifications

Education

- Bachelor's degree from an accredited college or university required. Emphasis in communication, business, or marketing preferred.

Experience

- Three to five years of experience in recruiting, customer service, sales, or grassroots campaign experience preferred.

Competencies and Skills

- Demonstrated success in sales or recruitment with proven ability to meet quantitative goals on a monthly basis.
- Persuasive written and face-to-face verbal communication skills.
- Highly motivated and self-driven to meet goals.
- Excellent public speaking skills and ability to create and facilitate presentations to varying-sized groups. Ability to effectively communicate program mission and volunteer needs to various constituents.
- Strong interpersonal and relationship-building skills with proven ability to work with diverse populations.
- Ability to use data analysis to identify solutions; proficient skills in information gathering, reporting, and data analysis.
- Ability to maintain confidentiality throughout daily operations and communications.
- Ability to think strategically to create effective short and long term plans to reach agency goals.
- Available to work evening and weekend hours required in order to meet the needs of this position.
- Willing to drive to off-site assignments that are within a 50-mile radius from downtown Milwaukee.

Responsibilities

- Annually increase the number of interested and enrolled potential volunteers, families and youth.
- Create and implement a volunteer recruitment strategy that includes corporate, collegiate, and community outreach efforts to obtain adult mentors to meet annual match goals in Community-based, School-based, and mentor 2.0 programs.
- Adeptly adjust efforts to effectively balance volunteer recruitment or youth outreach needs by geographic and demographic factors, and the current ratio of children participating in the program.
- Effectively engage existing volunteers in recruitment efforts, including Board of Directors.
- Research, identify and cultivate potential sources for adult volunteers, including but not limited to Milwaukee and Waukesha corporations, college/universities, government



agencies, churches, social organizations, non-profit agencies, law enforcement groups, and professional organizations.

- Cultivate long-term sustaining relationships with organizations, and other community partners through effective stewardship and communications.
- Represent BBBS at community outreach events in targeted areas to build awareness of the agency, mission, and recruitment needs.
- Recruit volunteers and reach out to families through an increasing number of regular face-to-face activities in community, corporate, collegiate, and civic environments. This also includes engaging existing volunteers and parents in volunteer recruitment and youth outreach efforts.
- Research and identify informal communication networks with current volunteers and partners that will reach underrepresented groups with the goal of increasing volunteer participation.
- Create strategic social media communications for recruitment efforts, including but not limited to Facebook, Twitter, and LinkedIn.
- With supervisor, set and meet annual and monthly goals for securing new partnerships, number of potential volunteer inquires, and outreach events attended.
- Track and evaluate results of recruitment and outreach efforts. Provide weekly, monthly, and quarterly progress reports for both volunteer recruitment and youth outreach efforts and forecast returns on upcoming efforts.
- Maintain ongoing communication with BBBS program staff to keep inspiring match stories and volunteer trends current for presentations and corporate partnership updates.
- Lead communications throughout the agency about program recruitment needs utilizing data analysis.
- This position is required to work nights and weekends as needed.

Other tasks may be assigned, based on business needs and the department supervisor's request or the CEO.

Agency Requirements

[See Agency Requirements Addendum](#)