

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

Position Title:	<b>Volunteer Recruitment Coordinator</b>
Reports To:	VP of Community Engagement
Department:	Program
FLSA Category:	Exempt
Date Approved:	<b>April 2022</b>

**Position Summary**

The Volunteer Recruitment Coordinator is the public face of Big Brothers Big Sisters in our community. Their primary duties include creating awareness for the agency, interacting with our current volunteers, developing new ways to market mentoring opportunities and recruiting new volunteers.

Volunteer Recruitment Coordinator coordinates and executes agency-wide volunteer and child recruitment efforts as needed to reach agency new match goals. This position cultivates new and existing collegiate, corporate and community partnerships to attract new volunteers to mentor youth in our programs. They work closely with the program staff to align needs, track process of the prospective volunteer candidate, attend Big Brothers Big Sisters events to keep up to date, meet current volunteers and gain awareness of the volunteer experience. The Volunteer Recruitment Coordinator actively represents the agency at community, corporate and college events, outreach opportunities, and other activities that increase awareness of our agency's mission and our need for new volunteers.

A team player who demonstrates a passion for connecting and networking in the community. Must have outstanding customer service skills and comfortable speaking in front of a group, large and small, with various audiences in-person as well as virtually. The position requires the ability to work independently with drive, enthusiasm, initiative, creativity and flexibility.

**Preferred Qualifications****Education**

- Bachelor's degree from an accredited college or university preferred, but not required, with emphasis in communication, business, or marketing.

**Experience**

- Minimum of two years of experience in recruiting, customer service, sales, or grassroots campaign experience preferred.

**Competencies and Skills**

- Excellent persuasive written and face-to-face communication skills. Experienced public speaking skills; ability to connect people to the mission and volunteer options. Must be charismatic, persuasive, professional, engaging, and dynamic in order to share the power of mentoring and the impact volunteering will have on the life of a youth as well as the volunteer.
- Excellent customer service skills.
- Demonstrated success in sales, working with volunteers or recruitment with proven ability to meet quantitative goals on a monthly basis.
- Ability to create and facilitate formal and informal presentations to varying-sized groups and diverse audiences in-person and virtually.

- Highly motivated, organized, detail oriented, and self-driven to meet goals.
- Strong interpersonal and relationship-building skills with proven ability to work with diverse populations.
- Ability to maintain confidentiality throughout daily operations and communications.
- Proficiency in Microsoft Office: including Word, Outlook, Excel, Publisher, and PowerPoint.

## **Responsibilities**

### **Recruitment**

- Responsible for creating and generating new contacts to build awareness and our need for new volunteers.
- Assist in creation and implementation of a volunteer recruitment strategy that includes new and existing partnerships with collegiate, corporate and community organizations to acquire new volunteers to reach new match goals in all mentoring programs.
- Maintains a positive and professional image of the Big Brothers Big Sisters at all times.
- Effectively engage existing volunteers in recruitment efforts by providing support to the Big Advisory Group, and volunteer engagement efforts. Utilizes current volunteers in outreach events and speaking engagements to share their experience.
- Deliver inspiring presentations by incorporating real-life match stories, impressive youth outcomes, and a “call to action.” Customize presentations to align with target audience(s).
- Works closely with Board of Director’s companies, strategic corporate, collegiate and community partners to uncover engagement opportunities with Big Brothers Big Sisters.

### **Planning and Organizing**

- Assist the VPCE to develop an annual operating plan with identified strategies to achieve annual and monthly goals for securing new partnerships, number of potential volunteer inquires, and outreach events attended.
- 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.
- Create a system to efficiently organize and implement an aggressive recruitment strategy as well as follow up on leads, partnerships and opportunities.
- Utilizes the BBBS of America network to uncover recruitment ideas, brand awareness and best practices. Evaluate, track, monitor, and report progress as it relates to operating plan and monthly goals.
- Create a system to efficiently organize and implement an aggressive recruitment strategy.
- Evaluate, track, monitor, and report progress as it relates to operating plan and monthly goals.

### **Outreach**

- Participate in Recruitment Across the Federation initiatives and connects with other similar BBBS and local youth serving agencies.
- Represent Big Brothers Big Sisters of Metro Milwaukee at community outreach events in targeted areas to build awareness of the agency, mission, and recruitment needs.
- Plan, set up, and attend tabling and related events to generate volunteer leads.



- Distributes marketing materials to strategic locations and partnerships.
- Utilize and keep up to date community websites to post volunteer and event opportunities.

### **Communication and Collaboration**

- Maintain ongoing communication with program staff to keep inspiring match stories and volunteer trends current for presentations and corporate partnership updates.
- Update staff with recruiting efforts and upcoming events.
- Prioritize pro-active communication to our existing volunteers.
- Cultivate long-term sustainable relationships with organizations and other community partners through effective stewardship and communications.
- Develop strong relationships with target populations that are prone to volunteer, give back to their community, and have an affinity to mentoring.
- Establishes and maintains strong relationships with Board-related companies to increase corporate recruitment opportunities.
- Ability to promote volunteer opportunities and events via social media and word of mouth.

### **Other**

- Evening and weekend hours are required in order to meet the needs of this position.
- Other duties as assigned.

## **Agency Requirements**

### Physical Demands

The physical demands at BBBS are representative of those that must be met by an employee to successfully perform the essential functions of this job. Employees who are or become disabled must be able to perform the essential duties and responsibilities either unaided or with reasonable accommodation. The organization shall determine reasonable accommodation on a case-by-case basis in accordance with applicable law.

Performing the essential responsibilities of this job, the employee is regularly required to sit, operate computers and other office equipment, complete filing tasks and use written and oral communication skills. The employee may be required to transport or move up to 20 pounds. BBBS provides equal employment opportunities to all qualified individuals without regard to race, creed, color, religion, national origin, age, sex, marital status, sexual orientation, or non-disqualifying physical or mental handicap or disability. BBBS operates under an Affirmative Action Policy.

### Travel

The employee must have a valid driver's license and the ability to travel within the community we serve throughout the workday with full time access to an automobile and automobile insurance in the amount required by the state of Wisconsin.

### Work Expectations

Employee must be able to view differences between individuals (race, gender, age, cultural heritage, physical ability, education and lifestyle) as an asset and demonstrate an appreciation of the diversity within Big Brothers Big Sisters and the youth served by the agency.

Maintain professional development, as time and budget permits, through staff development courses, professional organizations, seminars, and reading of professional literature. Utilize BBBSA network to access and research best practices.

Each year the agency holds events that typically fall after normal office hours. These events may be mandatory for all staff. For scheduling purposes, you will be notified of the dates as early as possible. These events may include but are not limited to the following:

- Bowl for Kid's Sake; January – May
- BIG Gala; early November
- Golf Classic; early August

As an employee of the Big Brothers Big Sisters Team, you may be required to attend other agency related activities, meetings and events as deemed necessary.

The above statements reflect the essential responsibilities and competencies considered necessary to achieve BBBS's Agency goals. Other tasks may be assigned, based on agency needs at the request of the department's supervisor or the CEO.