

JOB DESCRIPTION: Recruitment & Marketing Specialist

FLSA STATUS:

Non-Exempt

Full Time

REPORTS TO: Marketing Manager

JOIN A FORWARD-THINKING ORGANIZATION THAT IS PROVEN TO MAKE POSITIVE IMPACTS ON CHILDREN'S LIVES.

Big Brothers Big Sisters of San Diego County (BBBS of SDC) has been serving the community for 60 years. Our mission is to provide children facing adversity with strong and enduring, professionally supported one-to-one mentoring relationships that change their lives for the better.

JOB SUMMARY:

Essential to the BBBS brand, the primary function of this position is to build awareness about BBBS and recruit volunteers in areas where children are waiting, utilizing a multi-prong marketing/outreach approach. . This position is responsible for providing high-level customer service in response to all volunteer and stakeholder inquiries, focusing on child safety utilizing BBBS standards of practice.

Performance Measures: The successful candidate will produce positive outcomes in the following areas: recruit quality volunteer inquiries, create engaging marketing content, deliver effective recruitment events and presentations, develop new partnerships and steward ongoing partnerships and achieve individual and team goals set on a monthly and annual basis.

JOB RESPONSIBILITIES:

1. Effectively recruit volunteers:
 - a. Research and plan marketing and outreach to potential volunteer sources for recruitment of volunteers.
 - b. Develop and steward ongoing partner relationships with targeted businesses and organizations in order to facilitate the recruitment of volunteers.
 - c. Support design of collateral, marketing materials and communications.
 - d. Assists with the creation and production of agency videos.
 - e. Updating website content as needed.
 - f. Creating content and managing social media platforms in collaboration with multiple departments.
 - g. Manage distribution and tracking of all marketing campaigns.
 - h. Maintain storage and organization of agency photos, videos, and other visuals.
 - i. Schedule, attend and prepare materials for initial solicitation meetings; lead meetings when appropriate.
 - j. Plan engaging and effective recruitment events; prepare and send follow-up information in a timely manner.
 - k. Support Big Ambassadors and affinity groups to encourage volunteer participation and enhance the volunteer mentoring experience.
 - l. Regularly update agency information on all external websites or databases.
 - m. Collaborate with other teammates to determine recruitment needs and ensure smooth transition among functions.

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2. Reporting:
 - a. Maintain accurate records of each recruitment activity ,evaluate effectiveness of events to demonstrate overall program recruitment success and regularly report progress toward goals.
3. Ensure that all volunteer inquiry calls and in-person contacts receive a timely, engaging, positive and personalized recruitment response promoting BBBS programs.
4. Respond to all volunteer inquiries within one business day.
5. Conduct Volunteer Information Sessions (VIS).
6. Enter all inquiries into agency database, ensuring accuracy and timeliness of information entered and following up as needed.
7. Support agency program and development events.
8. Assist with the agency's administrative, marketing, and fundraising efforts as directed.
9. Other duties as assigned.

JOB QUALIFICATIONS

Minimum Bachelor's degree required; communications, marketing, or related field preferred. Proficiency in Microsoft Office including Word, Outlook, PowerPoint, Excel and design software as well as experience working in Wordpress. Must have advanced verbal and written communication skills as well as advanced presentation, interpersonal, and organizational skills reflecting solid customer service both in-person and by telephone.

REQUIRED SKILLS AND ABILITIES

Must be able to work independently without close management while contributing as a positive team member; possess a strong mission focus; must have flexibility in scheduling recruitment activities (some evenings and weekends will be required). Must have reliable transportation to get to designated meetings throughout the county. Excellent relational assessment skills; relate well in multicultural environments; maintain confidentiality throughout daily operations; effectively collaborate with other agency staff; use time effectively; and focus on details.

WORK ENVIRONMENT:

- Routine office environment/possible remote.
- Frequent Local travel required.

PHYSICAL DEMANDS:

Ability to work effectively using a personal computer for long periods. Ability to lift, carry, and transport program recruitment supplies (including agency canopy, recruitment table and chairs, recruitment materials).

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and required skills. Contents may be subject to change at any time to meet the needs of the organization.

PERSONAL ATTRIBUTES WE ARE LOOKING FOR:

- A passion for the mission of Big Brothers Big Sisters.

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- Relate well in multicultural environments.
- Demonstrate an interpersonal savvy that helps establish effective relationships and an appropriate rapport with people.
- Candidate should have a customer/client focus, be results and outcome oriented, approachable, and highly organized.
- Flexibility to work occasional weekends.

WHAT WE OFFER:

Medical, Dental and Vision benefits
Paid sick and vacation and 12 holidays
403(b) Matching Retirement Plan
Life and AD&D insurance at no cost
Flexible spending accounts
Business casual dress
Rewarding work
Mileage reimbursement

HOW TO APPLY (Resume & Cover Letter):

All interested applicants must submit both a COVER LETTER and RESUME to CarlosC@SDBigs.org No phone calls, please.

BBBS of SDC promotes a culture of inclusion and seeks talented staff from diverse backgrounds. BBBS of SDC does not discriminate on the basis of race, color, sex, sexual orientation, religion, national or ethnic origin, age, disability, veteran status or any other legally protected factor.

SIGNATURES: Signatures acknowledge that this form has been discussed and reviewed.

Employee Name, Title

Date signed

Supervisor Name, Title

Date signed