

Job Title: Outreach Manager
Department: Marketing & Development
Reports to: Director of Philanthropy

FLSA STATUS:

- Hourly, exempt
- Full-Time

JOB SUMMARY:

Community awareness and outreach are essential to the BBBS brand and mission success. The primary function of this position is to build awareness about BBBS and recruit volunteers and youth in identified areas of greatest need and strategic priority. This role will draw on experience-based strategies and tactics as well as creative innovation to craft and implement a multi-pronged strategic community outreach program to recruit diverse, culturally competent volunteer “Bigs” in order to increase positive outcomes for youth, as well as assure a steady pipeline of youth who could most benefit from mentoring.

Big Brothers Big Sisters of San Diego County believes that justice, diversity, equity and inclusion (JEDI) are essential parts of our mission to defend and empower the potential of youth kids in our community. We strive to embrace true representation in our brand, diversity of people and perspectives, and inclusion in all areas of our organization so we can make a generational impact on our community through life-changing friendships.

Big Brothers Big Sisters (BBBS) San Diego is an Equal Employment Opportunity employer and considers all applicants for employment without regard to race, color, religion, sex, gender identity, gender expression, sexual orientation, national origin, age, handicap or disability, or status as a Vietnam-era or special disabled veteran in accordance with state and federal law.

JOB PURPOSE

The successful candidate will meet outlined goals in the following areas:

- Develop high-level recruitment strategy, utilizing innovative approaches as well as industry best-practices
- Recruit quality, targeted volunteer and youth inquiries
- Deliver effective recruitment events and presentations
- Develop new partnerships and steward ongoing partnerships
- Achieve individual and team goals set on a monthly and annual basis

ROLE AND RESPONSIBILITIES:

1. Develop comprehensive volunteer and youth **recruitment strategy**, pursuing innovative approaches and industry best-practices, in order to meet annual volunteer inquiry, application, and interview goals, as well as support achievement of youth recruitment goals.
2. Provide enhanced strategic outreach approaches and design tactics that effectively reach and **engage volunteers** in areas of need (with an emphasis on BIPOC volunteers) and at-risk youth.
3. Effectively **recruit volunteers and youth**, acting as brand ambassador for the BBBS brand and advocate for the mission to ignite the power and promise of youth through effective mentorship models.

4. Consistently **steward partner relationships** with targeted businesses and community-based organizations in order to facilitate the recruitment of volunteers. As well as develop and steward new and ongoing partner relationships with targeted youth serving organizations in order to facilitate the recruitment of youth.
5. Conduct engaging and **effective recruitment events**, including follow-up information as needed. Facilitate regular Volunteer Information Sessions (VIS) and Family Open Houses, and manage the volunteers' Ambassadors Club and affinity groups to facilitate volunteer recruitment.
6. Support the retention of volunteers through the planning and execution of quarterly volunteer cohort engagement events.
7. Track and **manage the overall volunteer experience** by soliciting feedback, developing the systems and approaches to regularly engage and collect feedback, and utilize and assess feedback to continuously improve volunteer experience as well as enhance volunteer appreciation and recognition.
8. Manage and **maintain accurate records** of all recruitment events and activities, evaluate effectiveness of events to demonstrate overall program recruitment success, and regularly report progress toward goals.
9. **Collaborate** among all Agency departments, particularly Marketing and Enrollment, to align outreach activities, partner engagement, and ensure brand messaging is cohesive and consistent.
10. **Supervise** and manage the Customer Relations Specialist role, who is the agency's first point of contact for all interested volunteers and families.
11. Participate as a member of agency Leadership Team and **contribute to overall team leadership**, cross departmental collaboration, and transparent and accountable leadership, lending expertise, insights and updates on recruitment activities and status.
12. **Other duties** as assigned.

REQUIRED SKILLS AND EXPERIENCE

- **Leadership.** Can lead a team through project planning and execution to achieve high quality outcomes.
- **Self-Sufficiency.** Can operate independently, able to set priorities, manage tasks, meet deadlines and coordinate with among the team to effectively communicate department/program progress to goals.
- **Collaboration.** Can effectively collaborate with other Agency staff, effectively engage internal stakeholders as needed and maintain confidentiality throughout daily operations.
- **Nonprofit Volunteer and Youth Recruitment Experience.** Can bring exposure and experience to community-based recruitment strategies and tactics and show a history of effective outreach results
- **Stakeholder Engagement/ Facilitation.** Can conduct effective outreach in diverse communities and facilitate stakeholder engagement and buy-in support and partnership.

JOB QUALIFICATIONS

- Bachelor's degree or higher from an accredited college or university, required.
- 4+ years' experience in community-based volunteer recruitment, lead generation or in a nonprofit/ business development role required.
- Experience working in/with diverse communities, ability to engage with people of diverse backgrounds.
- Excellent verbal and written communication skills, as well as advanced relational assessment skills.

- Must also have advanced presentation, interpersonal, and organizational skills reflecting solid customer service both in-person and by telephone.
- Proficiency in Microsoft Office including Word, Outlook, PowerPoint and Excel, and experience using common video conferencing apps such as Zoom or MS Team. Experience with Salesforce, Canva and TypeForm, a plus.

PERSONAL ATTRIBUTES WE ARE LOOKING FOR

- A passion for the mission of Big Brothers Big Sisters.
- A creative individual that can communicate effectively.
- Ability to relate well in multicultural environments.
- Highly professional and able to present and communicate in formal corporate environments.
- Demonstrate an interpersonal savvy that helps establish effective relationships and an appropriate rapport with people.
- Have a customer/client focus and approachable, professional manner.
- Results and outcomes oriented; highly organized and able to juggle multiple priorities.
- Flexibility to work evenings and weekends, as needed (often).
- Embodies our Agency values: Passion, Integrity, Trust, Accountability, and Diversity.

WHAT WE OFFER

- Rewarding work
- Up to twelve paid holidays annually
- Health Benefits including dental, vision, FSA, and mental wellness EAP program
- 401K retirement plan with employer match
- Bonus incentives
- Mileage reimbursement for work related travel

JOB SUMMARY

This is a full-time, permanent exempt position reporting to the Director of Philanthropy. This position is a hybrid in-office and remote work position with frequent local travel and occasional evening and weekend hours required.

PHYSICAL DEMANDS AND TRANSPORTATION REQUIREMENT:

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). Must have reliable transportation to get to designated meetings throughout the county.

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.

HOW TO APPLY (Resume & Cover Letter)

All interested applicants must submit both a COVER LETTER and RESUME to taliak@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.