

Volunteer Recruiter

Job Posting

Classification	Full-time, Salaried (Exempt)
Reports To	Chief Operating Officer
Location	Based in Columbia, Missouri – Boone County; regular travel within service area

About Heart of Missouri CASA

Heart of Missouri CASA trains and supports volunteer advocates to uplift the voices of children in the court system who have experienced abuse and neglect. We serve children in foster care across Boone and Callaway Counties, pairing them with a trained volunteer who becomes one of the most consistent adults in their life until they reach a safe, stable home.

We're in a season of significant growth — building toward a new Headquarters and Clubhouse, expanding our team, and working toward a goal of serving every child in our circuit who needs a CASA advocate by 2030.

The Ideal Person for This Position

- You're passionate about the mission of Heart of Missouri CASA and the role CASA volunteers play in the lives of children in foster care.
- You're a strategic thinker who also enjoys hands-on execution — you can set a recruitment plan and then get out into the community to help carry it out yourself.
- You thrive on building relationships and connections — in person, by phone, and by email.
- You have strong persuasive communication skills and excel at public speaking, giving presentations and storytelling.
- You're goal-oriented and enjoy using systems to track data and progress toward recruitment targets.
- You bring a positive attitude, genuine concern for children and community, and strong listening skills.
- Prior outreach experience matters for this role given its strategic scope, but we're equally looking for enthusiasm, creativity, and genuine passion for the mission.

Position Summary

The Volunteer Recruiter serves as Heart of Missouri CASA's strategic lead for volunteer recruitment, setting the agency's overall recruitment strategy and driving its implementation across Boone and Callaway Counties. This position coordinates with program staff supporting outreach in each county — including Advocate Supervisors with a current outreach focus, where applicable — aligning outreach activities, messaging, and recruitment goals — and leads the agency's Outreach Committee to ensure a unified, coordinated approach to growing the CASA volunteer corps. This position is an ideal fit for someone who is both a strong individual recruiter and a natural convener — someone who enjoys connecting with people directly while also setting direction and keeping cross-team efforts moving in the same direction.

Duties & Responsibilities

1. Volunteer Recruitment Strategy & Cross-Team Coordination (Approximately 25%)

- Develop and lead Heart of Missouri CASA's overall volunteer recruitment strategy, setting annual recruitment goals and benchmarks for Boone and Callaway Counties.
- Serve as the primary point of coordination with the Advocate Supervisor, Outreach Assistant positions in each county, aligning outreach activities, messaging, and recruitment targets across teams.
- Lead the agency's Outreach Committee (staff), setting agendas, tracking action items, and ensuring committee efforts connect to overall recruitment strategy.
- Serve as the internal point of contact for recruitment strategy and progress across departments.

2. Volunteer Recruitment & Outreach Execution (Approximately 40%)

- Plan, implement, and evaluate outreach and recruitment strategies to attract new CASA volunteers.
- Represent Heart of Missouri CASA at community events, fairs, and speaking engagements to recruit prospective volunteers.
- Build and maintain relationships with community organizations and partners to support volunteer recruitment, particularly to diversify the CASA volunteer corps.
- Seek new opportunities to increase community awareness of CASA and develop referral and networking resources for outreach.
- Respond promptly to inquiries from prospective volunteers and guide them through the application and screening process.
- Work in collaboration with the communications team on marketing materials needed (both print and social media) to support recruitment and awareness efforts.
- Support storytelling efforts that help community members and partners understand the impact of CASA's work.

3. Event Coordination (Approximately 15%)

- Plan and coordinate outreach and recruitment events and activities, such as April Child Abuse Awareness Month activities.
- Coordinate volunteer information sessions and recruitment campaigns.
- Assist with volunteer retention and appreciation activities.
- Support the Volunteer Ambassador program.

4. Data Tracking & Reporting (Approximately 10%)

- Track and measure recruitment activity, community engagement, and progress toward volunteer recruitment goals.
- Maintain accurate records of outreach activities and volunteer leads.
- Provide regular recruitment progress updates to the Outreach Committee and agency leadership.

5. Strategic Plan Implementation (Approximately 5%)

- Serve on at least one strategic plan implementation committee.
- Complete assigned action steps tied to the agency strategic plan in a timely manner.

6. Meetings & Professional Engagement (Approximately 5%)

- Attend internal staff meetings and supervision with direct supervisor.
- Provide regular updates at staff meetings on volunteer recruitment efforts, progress, and needs.
- Attend local, regional, and state trainings and conferences to support professional development.

7. Other

- Perform other duties as assigned.

Required Qualifications

- Minimum two years of experience in recruitment, volunteer management, marketing, public relations, or other applicable field, including developing and leading a strategy or plan – not solely executing one set by others.
- Demonstrated ability to coordinate or align work across teams or positions without formal supervisory authority.
- Excellent verbal and written communication skills.
- Ability to manage multiple projects and deadlines with a high level of attention to detail.
- Ability to work effectively with diverse individuals and groups.
- Comfort with public speaking and confident communication in a variety of community settings.
- Proficiency with Microsoft 365 and electronic database systems.
- Ability to pass criminal background checks and child abuse/neglect registry checks.
- Valid driver's license and reliable transportation; ability to travel within Boone and Callaway Counties.

Preferred Qualifications

- Bachelor's degree in communications, marketing, public relations or a related field.

- Experience in a nonprofit setting working with volunteers.
- Prior recruitment, outreach, or marketing experience.
- Knowledge and understanding of child abuse and neglect.

Work Environment & Schedule

This position is based in an office setting, with regular travel to community events, partner organizations, and outreach locations within Boone and Callaway Counties. Evening and weekend work is frequently required to support events; flexibility in scheduling is provided.

Compensation & Benefits

Starting salary range: \$53,000 - \$55,000

Benefits include:

- Comprehensive health benefit through Liberty Family Medicine and Health Access Solutions, including direct primary care, low-cost prescriptions, up to \$4,500 annually in preventive care reimbursements, \$3,000 in mental health and substance counseling, wellness and nutritional health reimbursements and more.
- Co-op Dental plan through Health Access Solutions — a member-owned cooperative that reimburses 100% of preventive dental expenses and 95% of non-preventive dental care, with no networks and no lifetime maximum. Includes up to \$200 annually toward vision hardware.
- Retirement plan (match up to 3% of salary).
- Generous paid holidays (20 days, including your birthday).
- Paid vacation (10 days, increasing to 15 in 3rd year, 20 in 4th year).
- Paid sick time.
- Paid parental leave.
- Cell phone stipend (\$40/month).
- Flexible work schedule options.
- Mileage reimbursement.

How to Apply

To apply, please submit a cover letter and resume to ChaRae Champion, Chief Operating Officer, at hello@homcasa.org or through the [Indeed posting](#). This position will remain open until filled; candidate screening will begin the week of September 14th.

Equal Opportunity Employment

Heart of Missouri CASA is an equal opportunity employer. We are committed to hiring individuals based on merit, qualifications, and alignment with our mission to support children and families in foster care.

We welcome applicants from all backgrounds and value a diversity of professional experiences and life journeys — including, but not limited to, experience in foster care, child advocacy, or trauma-informed systems. While such experiences are not required, they help inform compassionate and effective service delivery.

We make all employment decisions without regard to race, color, religion, sex, national origin, age, disability, or any other legally protected status. Our policies adhere to current federal and state employment laws.

If our mission resonates with you and you believe your skills and experiences can make an impact, we encourage you to apply.

The most significant duties have been included in this description. Other duties may be assigned or modified from time to time. The organization retains the right to update this job description as needed to accurately reflect the duties of the position.