



## **MARKETING & OUTREACH MANAGER**

### **JOB DESCRIPTION**

**Summary:** The Marketing & Outreach Manager is an enthusiastic and outgoing representative for HOM CASA in the Boone and Callaway communities. Key responsibilities include organizing, planning, and communication. This position is an ideal fit for someone who loves to build relationships with other organizations, coordinate events, and generate outreach activities that help communities partner or participate in CASA's mission. The ideal candidate will have skills in marketing and writing, with a special focus on promoting CASA through social media as well as print and other advertising. In partnership with agency leadership, the Marketing & Outreach Manager leads the promotion of Heart of Missouri CASA's volunteer opportunity to the widest possible audience.

**Full-time position (Salaried, exempt)**

**Salary starting range:** \$42,000 - \$48,000

**Reports to:** Executive Director

**Benefits:**

- \$400/month Health stipend (\$4,800 annual)
- Retirement plan (match up to 3% of salary)
- Generous paid holidays (17 days)
- Paid vacation (10 days, increasing to 15 in 3<sup>rd</sup> year, 20 in 4<sup>th</sup> year)
- Paid sick time
- Paid parental leave
- Cell phone stipend (\$40/month)
- Mileage reimbursement
- Professional development funding
- Flexibility

**The Ideal person for this position is someone who:**

- Is passionate about the Heart of Missouri CASA (HOM CASA) mission and sees themselves as a good fit with [HOM CASA's Core Values](#).
- Is an energetic self-starter who can take initiative while working independently.
- Thrives on building relationships and connections, and can build those relationships through in-person, phone, and email approaches.
- Has marketing experience and skills with persuasive communication in a variety of formats:
  - Digital media (social media graphics, tools such as Canva)
  - Writing (newsletters, website, storytelling, publications, press releases)
  - Public speaking, presentations, and interviews with media

- Is goal-oriented and enjoys using systems to track data and goal progress.
- Displays a positive attitude, shows concern for people and community, demonstrates presence, self-confidence, common sense and good listening ability.
- Has the skills to effectively use email, internet, and Microsoft Office 365 on a daily basis.
- Enthusiasm, creativity, and passion for mission are essential.

### **Duties and Responsibilities**

1. Plan, implement, and evaluate outreach and recruitment strategies for CASA volunteers.
2. Build and maintain community relationships and partnerships to aid in community awareness and volunteer recruitment, particularly to diversify the CASA volunteer corps.
3. Seek new opportunities to increase awareness for CASA and to develop referral and networking resources for speaking and outreach.
4. Plan and coordinate outreach events and activities, such as April Child Abuse Awareness Month activities.
5. Oversee Heart of Missouri CASA's social media marketing. This includes maintaining a planning document, preparing and scheduling content to be posted, and responding to inquiries received via social media and directing them to the appropriate CASA staff.
6. Produce electronic communications and marketing materials to support awareness efforts.
7. Coordinate paid advertising efforts, when funds are available.
8. Support efforts to demonstrate the impact of CASA to include storytelling aimed at familiarizing external audiences with the work of CASA.
9. Work with leadership in setting annual goals for recruitment (number of new volunteers) and outreach (number of activities and targeted campaigns).
10. Track and measure the level of engagement with various constituencies using data gathered from varied sources.
11. Coordinate the Volunteer Ambassador program.
12. Serve as primary liaison to the Outreach/Awareness subcommittee of the Board of Directors.

### **Minimum Job Qualifications:**

- Bachelor's degree in communications, marketing, or other related area, or equivalent education and experience in related field. Experience in a nonprofit setting working with volunteers is desirable.
- Display a positive attitude, show concern for people and community, demonstrate presence, self-confidence, common sense, and good listening ability.
- Excellent verbal and written communication skills.
- Ability to manage multiple projects and deadlines.
- A high level of attention to detail.
- Ability to work with diverse individuals and groups.
- Must be able to pass criminal background check.
- Must have capacity to travel between Boone and Callaway Counties for work.

### **Work Environment:**

The job takes place in an office setting. The employee may office share and have the ability to work remotely at times. The employee will travel between Heart of Missouri CASA office

locations in Boone and Callaway Counties, as well as to other corporate offices, not-for-profit agencies and event locations.

Must be able to work occasional weekends and evenings to assist with events.

*The most significant duties have been included in this description acknowledging that other duties may be assigned/changed from time to time. The organization retains the right to modify this job description as needed from time to time to accurately reflect duties of the position.*

**To apply, please submit the following application materials to Kelly Hill, Executive Director at [kelly@homcasa.org](mailto:kelly@homcasa.org). Position will be open until filled.**

- Cover Letter
- Resume
- Sample of your writing (short essay, blog, publication, etc.)
- Names and contact information for 3 professional references

*Heart of Missouri CASA strives to have a diverse staff that represents our community. We particularly encourage people of color, people with lived foster care experience, and people connected to communities with limited economic opportunity to apply. If you think you're a good fit for the position but aren't sure you have all the skills and experience we're looking for, we still strongly encourage you to apply.*

*Heart of Missouri CASA values inclusion, diversity, and equity, and does not discriminate on the basis of race, color, religion, gender, age, national origin, ancestry, sexual orientation, or disability.*