



**Big Brothers  
Big Sisters®**

**JOB DESCRIPTION**

<b>Position Title:</b> Community Recruitment Coordinator	<b>Overtime Status:</b> Full-Time, Exempt
<b>Department:</b> Marketing and Outreach	<b>Location:</b> Albuquerque
<b>Reports To:</b> Program Director of Enrollment, Outreach, Marketing & SJC	<b>Number of People Supervised:</b> 0

POSITION PURPOSE
<p><b>Primary Objectives:</b> The Community Recruitment Coordinator cultivates prospective new individual, corporate and community partnerships to generate volunteers for Big Brothers Big Sisters programs. This position manages existing partner relationships and also develops and implements short and long-term marketing/recruitment strategies to ensure geographic balance between youth in process and prospective volunteers.</p> <p><b>Deliverables:</b> The Community Recruitment Coordinator is responsible for achieving aggressive goals, delivering monthly, quarterly and annual outcomes in areas including, but not limited to: number of volunteer inquiries, number of volunteers, new matches, active matches, and yield rates.</p>

ESSENTIAL DUTIES AND RESPONSIBILITIES (IN PRIORITY ORDER)
<p><b>Youth Recruitment:</b> reach out to families and youth service providers through an increasing number of regular face-to-face activities in school and civic environments. This also includes engaging existing stakeholders in youth outreach efforts. Priority will be given to towards girl recruitment in designated geographic areas, and all youth in special initiative areas.</p>
<p><b>Volunteer Inquiries:</b> meet monthly, quarterly and annual goals for number of volunteer inquiries, primarily in priority areas, which include male volunteers, participants for special initiatives, and volunteers with high capacity for engagement within agency. The Community Recruitment Coordinator must be extremely flexible to meet the ever-changing needs of waiting list children and volunteers.</p>
<p><b>Volunteer Recruitment:</b> recruit volunteers through an increasing number of regular face-to-face activities in community, corporate, collegiate and civic environments. This may also include engaging existing Bigs, parents, board members and other volunteers in volunteer recruitment. Priority will be given to male recruitment, special initiatives, and use of high ROI marketing methods.</p>
<p><b>Outreach Planning:</b> in collaboration with leadership, develops and implements a volunteer recruitment and youth outreach plan that includes - among others - grass roots, corporate, collegiate and community sales, recruitment and outreach activities. The Community Recruitment Coordinator is primarily responsible for the plans affecting his/her assigned area of outreach.</p>

<b>Needs Assessment:</b> regularly analyze and utilize the agency's geographic scorecard and demographic model, gathering input from all departments, to adjust efforts and focus to appropriately balance volunteer recruitment and youth outreach needs by both geography and by the current ratio of children participating in the program.
<b>Data Entry:</b> Community Recruitment Coordinators are responsible for completing comprehensive AIM and Donor Perfect (DP) training, staying updated on use of AIM and DP, and using AIM and DP to monitor all their outreach efforts. The results of this analysis should be shared by the Community Recruitment Coordinator in team meetings and as needed.
<b>Mission Based Outreach:</b> demonstrate a comprehensive understanding of the Big Brothers Big Sisters mission, outcomes and impacts, and a passion for delivering the message of the importance of youth mentoring. The Outreach Coordinator will develop and deliver passionate and convincing presentations, using a full range of materials and methods as appropriate for the target audience. The Community Recruitment Coordinator will train other agency staff in the delivery of effective presentations, discounts, and more.
<b>Memorandums of Agreement:</b> negotiates agreements with corporations, organizations, schools, churches and other partnerships that specify responsibilities, obligations and commitments of the volunteering organization to recruit, train and provide benefits such as time off to become a volunteer, two for one match.
<b>Marketing:</b> Collaborate with Agency Development on strategy in messaging through mainstream media, social media, grassroots outreach, corporate/organizational media, and more. Coordinate and conduct public presentations with any interested parties. Order promotional materials to ensure adequate supply. Assists with any and all publications, mailings, and correspondence.
<b>Return on Investment (ROI) and Progress Analysis:</b> In collaboration with the Chief of Marketing/Outreach, access AIM reports on a weekly basis to track and evaluate ROI of recruitment and outreach efforts. Provide weekly, monthly and quarterly progress reports for both volunteer recruitment and youth outreach efforts and forecast ROI on upcoming efforts. The yield rate will be used to evaluate this section.
<b>Agency-wide Activities:</b> participate in Agency events and perform additional tasks as assigned.
<b>Other duties as assigned</b>

EDUCATION& RELATED WORK EXPERIENCE	
<b>Education Level: (minimum &amp; preferred educational requirements necessary to perform this job successfully)</b>	
Bachelor's Degree preferred	

<b>Years of Related Work Experience: (minimum &amp; preferred related work experience necessary perform this job successfully)</b>	
3 to 5 years of successful sales, customer service or grassroots campaign experience preferred.	

<b>TRAVEL REQUIREMENTS (LIST AS A % OF TOTAL WORK TIME)</b>	<b>75%</b>
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SKILLS AND KNOWLEDGE		
	Required	Preferred
Goal-driven approach to work with a demonstrated ability to develop a rapport with individuals from diverse sectors.	X	
Demonstrated success in sales and project management.	X	

<b>SKILLS AND KNOWLEDGE</b>		
Persuasive written and face-to-face verbal communication skills with proven bottom-line results.	<b>X</b>	
Ability to successfully work in a team environment.	<b>X</b>	
Enthusiasm, positive sense of humor and can do attitude.	<b>X</b>	
Must own a car.	<b>X</b>	
Ability to be flexible in job duties and responsibilities in an ever-changing work environment	<b>X</b>	
Ability to speak a second language a plus.		<b>X</b>
Ability/willingness to work evenings and weekends, and travel across seven counties, as needed	<b>X</b>	

<b>Core Competencies</b>	<b>High Performance Indicators</b>
<b>Creativity, Innovation and Initiative</b>	Able to work independently, with a minimum of supervision while achieving aggressive outreach goals. Able to generate creative ideas to solve problems and improve work methods; apply novel approaches to improve or enhance results; collaborate with team members to share best practices and brainstorm creative approaches; assess situations to uncover new opportunities or overcome obstacles.
<b>Customer Focus</b>	Able to build strong working relationships with external customers; identify unexpressed customer needs and potential services to meet those needs; independently anticipate and meet customer needs; prioritize work in alignment with the needs of the customer; use knowledge of customer to improve own work results.
<b>Gets Results</b>	Able to demonstrate high personal work standards and a sense of urgency about results to meet goals and deadlines; maintain high performance by viewing failures as learning opportunities and rebounding quickly from setbacks or rejections; persist in the face of repeated challenges; accept responsibility for the outcomes of his/her own work.
<b>Relationship Building</b>	Able to build rapport and cultivate effective short and long term relationships with others; adjust own interpersonal approach to fit others' perspectives, needs, cultures, or styles; recognize the impact of one's behavior on others; utilize a range of internal and external networks and resources to meet job responsibilities and reach specific influential people.
<b>Flexibility &amp; Achieving Change</b>	Able to adapt to shifting priorities in response to the needs of external clients; quickly recognize situations/conditions where change is needed; work to clarify situations where information, instructions, or objectives are ambiguous; support organizational change.
<b>Influencing</b>	Able to persuade and enlist others' support in accomplishing objectives; effectively "sell" benefits of service to others; use data, logic and/or customer testimonials to influence others; develop effective working relationships with others who can help promote acceptance of own ideas; use different influence approaches as appropriate.

<b>Planning &amp; Organizing</b>	Able to create and execute a plan of action to meet targets; balance the need for long term planning with short term objectives; avoid wasting time and resources on tasks that yield low value; monitor the progress and impact of assignments.
<b>Strategic Alignment</b>	Able to align own work objectives with the organization's strategic plan or objectives; take organizational priorities into consideration when making choices and trade-offs in own work; act with an understanding of how the community drives/affects the business; maintain perspective between the overall picture and tactical details.
<b>Valuing Diversity</b>	Able to seek out and work effectively with others who have diverse perspectives, talents, backgrounds, and/or styles; contribute to a team climate in which differences are valued and supported; challenge any stereotyping or offensive comments; seek and respond to feedback from others about his/her own behavior that might be perceived as biased.

<b>WORK ENVIRONMENT/PHYSICAL REQUIREMENTS</b>
<i>(Describe any specific work place conditions and/or physical abilities that are related to and/or required by this job)</i>
This job requires an individual to be willing/able to travel across a seven county area, although the majority of services are located in Bernalillo County. The Outreach Coordinator must be willing/able to attend after-hours and weekend activities/events, and to carry banners, tables, chairs, IT equipment, and any other materials needed for recruitment activities. The Outreach Coordinator is required to spend the majority of their time in the field, as opposed to being in the office, conducting recruitment and volunteer orientation activities.

**Equal Employment Opportunity**

BBBS-CNM 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.

**Americans with Disabilities Act**

Applicants as well as employees who are or become disabled must be able to perform the essential duties & responsibilities either unaided or with reasonable accommodation. The organization shall determine reasonable accommodation on a case-by-case basis in accordance with applicable law.

**Job Responsibilities**

The above statements reflect the general duties, responsibilities and competencies considered necessary to perform the essential duties & responsibilities of the job and should not be considered as a detailed description of all the work requirements of the position. BBBS-CNM may change the specific job duties with or without prior notice based on the needs of the organization.

<b>ACKNOWLEDGEMENTS</b>	
<b>Creation Date: 8/3/2011</b>	<b>Revision Date: 02.11.19</b>
<b>Supervisor: I have approved this job description and reviewed with my employee.</b>	
Signature: _____	Date: _____
<b>Employee: I have reviewed this job description with my supervisor and acknowledge receipt.</b>	
Signature: _____	Date: _____
<b>CEO: I have approved this job description.</b>	
Signature: _____	Date: _____