



BEST Kids, Inc.

Empowering youth in foster care to build better futures, one child at a time

RECRUITMENT & COMMUNICATIONS SPECIALIST

Position Title Recruitment & Communications Specialist	Job Code N/A	Status Regular Full-Time – Non-Exempt
Department Programs	Location Administrative Office	
Reports To Program Director/ Executive Director	Number of People Supervised None	
Work Schedule Monday-Friday 10:00am- 6:00pm and some weekends and evenings as necessary	Salary/Wage \$42,000- \$48,000 annually	

Position Purpose

This position is responsible for planning, coordinating, and executing all external outreach efforts related to the recruitment of appropriate volunteer mentors. The Recruitment & Communications Specialist will attend volunteer fairs, give presentations, build partnerships with corporations and community groups, and utilize media outlets, including social media, in order to maximize agency mentor recruitment efforts.

Concurrently with mentor recruitment duties, the Recruitment & Communications Specialist will manage all external communications for the agency including social media outreach, advertising and visual productions, as well as marketing and public relations. In addition, this position will manage communications related to fundraising including agency newsletters, grant writing, stewardship communications, and general fundraising outreach.

Performance Measures: The successful incumbent will produce positive outcomes in the following areas: quantity and quality of outreach efforts, recruitment rate, male mentor recruitment rate, matching rate, match closure rate, match retention rate, and average match length. Related to communications, performance measures will include social media and website growth and adherence to the fundraising and communications plans.

Essential Duties and Responsibilities

Recruitment and Screening Duties:

- Adhere to all program and agency policies and procedures with emphasis on safety, professionalism, and efficiency.
- Assist in making determinations of volunteer participation in BEST Kids programs as mentors or other program volunteers based on results of background checks, reference checks, interviews, and any other data collected from volunteers.
- Develop and implement mentor recruitment plan, including identifying target audiences and strategies and tactics to reach each audience, partnership building, timeline and budgets.
- Attend and participate in annual program events such as the Annual Picnic, Winter Celebration, and Mentor Recognition events.
- Provide timely and sufficient information to potential mentors as they consider becoming a mentor.
- Identify and document safety issues or other concerns for volunteers and report to supervisor in a timely manner.
- Compile, analyze and report recruitment data and assist in making adjustments as necessary.
- Maintain timely and accurate records and utilize technology to report, synthesize and analyze data.
- Explore and build meaningful, beneficial, and long-lasting partnerships throughout the community.
- Develop and maintain strong working relationships with potential mentors and representatives of corporations, faith-based groups, and other community organizations.
- Incorporate monetary giving as an option for involvement during recruitment activities including building development related partnerships with corporations and community groups.

Marketing and Communication Duties:

- Development and implement Marketing Plan for the agency inclusive of Mentor Recruitment and Fundraising strategies in cooperation with other staff members
- Manage all social media accounts and outreach for the agency including twitter, Facebook, Instagram, and LinkedIn among others.
- Assist in production of agency videos, marketing materials, advertisements and newsletters paying special attention to agency branding, mission, and values.
- Conduct presentations on behalf of the agency with various groups and stakeholders
- Develop and distribute Annual Report electronically and in print
- Assist with upkeep and revisions of agency website
- Collect and analyze data to drive marketing strategies
- Identify marketing and communication opportunities with outside companies, as well as work with 3rd parties for advertising and recruitment

Other Duties:

- Attend and participate in all agency and department staff meetings
- Assist in maintaining a safe and healthy work environment
- Attend and assist in planning and preparing for agency events
- Represent the programs department in agency fundraising activities, including workplace giving campaign fairs and presentations
- Provide program data for grant writing and reporting purposes
- Other duties as assigned

Education and Relate Work Experience

- Minimum Bachelor's degree in marketing, public relations, communications, social services, or related field required
- Experience working in youth serving organization preferred
- Comfort working in diverse environments

Skills and Knowledge

- Proficiency in technical areas such as Microsoft Office; including Word, Outlook, Access and Excel
- Experience with graphic design preferred
- Strong organizational, planning, and facilitation skills
- Ability to relate well in cross-cultural environments
- Ability to effectively collaborate with other program staff, agency partners, and advisors
- Ability to use time effectively and focus on details
- Ability to adapt to shifting priorities
- Ability to form and sustain appropriate employee and stakeholder relationships
- Ability to critically collect and analyze data and problem solve
- Ability to maintain confidentiality throughout daily operations

Work Environment and Physical Requirements

- Routine office environment and regular out-of-office presentations, meetings, and engagements
- Work hours and work location flexible to meet customer and agency needs
- Access to reliable car and a valid driver's license strongly preferred
- Must pass criminal, child protection, and sexual registry background checks including a health and TB screening

Core Competencies

- **Attention to Detail**-Able to review data/documents for accuracy and consistency; take action to prevent mistakes; follow procedures closely; keep records accurate and up to date.
- **Customer Focus**- Able to build rapport with customers, listening and responding effectively and efficiently to meet their needs; identify unexpressed customer needs and potential products/services to meet those needs; prioritize work in alignment with the needs of the customer; use customer knowledge and feedback to improve own work results; provide a welcoming and inclusive experience for all with diverse perspectives, talents, backgrounds and/or styles.
- **Flexibility, Resilience, & Response to Change**- Able to interpret situations and information objectively when stressed; remain calm and professional in potentially difficult or emotionally charged interpersonal interactions; maintain

high performance in the face of setbacks or changing circumstances; view failures objectively and rebound quickly; work to clarify situations where information or objectives are ambiguous, adapt to shifting priorities in response to the needs of internal and external clients; quickly recognize situations/conditions where change is needed; work to clarify situations where information, instructions, or objectives are ambiguous; support organizational change.

- **Communication - Verbal and Written-** Able to practice active and attentive listening skills to verify understanding; adapt communication content and delivery to individual needs; proactively inform others about developments relevant to the team; openly and diplomatically express opinion, even when different from that of others; translate what is heard, observed or assessed into documentation that is accurate, concise, and clearly communicates key information to others with a need to know.
- **Gets Results-** Able to demonstrate high personal work standards and a sense of urgency about results; do everything possible to meet goals and deadlines without sacrificing quality; persist in the face of changing circumstances; accept responsibility for the outcomes of his/her own work.
- **Influencing-** Able to persuade and enlist others' support in accomplishing objectives; motivate/reassure prospective volunteers and youth/families to enrollment by using data or logic to aid them in their decision; use different influence approaches as appropriate.
- **Planning & Organizing-** Able to create detailed work plans; balance the need for adequate planning with the need for action; avoid wasting time on tasks that yield low value; use resources efficiently; create and monitor measures to chart the progress and impact of assignments.
- **Relationship Building-** Able to deal effectively with people in order to get work accomplished; adjust own interpersonal approach to fit the interpersonal style/needs of others; recognize the impact of one's behavior on others; build a network of internal and external contacts to meet job responsibilities.
- **Problem Solving & Analysis-** Able to gather appropriate data and diagnose the cause of a problem before taking action; separate causes from symptoms; apply lessons learned from others who encountered similar problems or challenges; anticipate problems and develop contingency plans to deal with them; develop and evaluate alternative courses of action.
- **Strategic Alignment-** Able to align own work objectives with the organization's strategic plan or objectives; act with an understanding of how the community affects the business and how own actions and decisions affect other jobs or outcomes.
- **Valuing Diversity-** 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.
- **Professionalism-** Punctual and reliable; maintains professional appearance; practices professional office etiquette; communicates and treats others with respect; conducts business with honesty and transparency; represents the agency positively

Equal Employment Opportunity

BEST Kids 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 or any other protected class recognized by Federal or State law.

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 following 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. BEST Kids may change the specific job duties with or without prior notice based on the needs of the organization.

ACKNOWLEDGEMENTS	
Creation Date: 2/20/14	Revision Date: 11/5/2018

Supervisor: I have approved this job description and reviewed with my employee.

Signature:

Date:

Employee: I have reviewed this job description with my supervisor and acknowledge receipt.

Signature:

Date: