



Big Brothers Big Sisters
of Dane County

JOB DESCRIPTION

Position Title: Volunteer Recruitment Specialist	Job Code:	Overtime Status: Salary, Exempt
Department: Program Department	Location: Madison, WI	
Reports To: Program Director	Number of People Supervised: 0	

POSITION PURPOSE

The Volunteer Recruitment Specialist recruits potential volunteers and youth as needed to meet the agency annual match goals. This position cultivates new corporate, collegiate, and community partnerships to generate volunteers to mentor youth, and manages existing partner relationships for the purpose of increasing volunteer recruitment and agency awareness. The Volunteer Recruitment Specialist develops and implements short and long-term recruitment plans for targeting volunteers and youth to ensure an optimal balance of geographic and demographic factors. Actively represents the agency at community events, corporate networking events, outreach opportunities, and other activities that increase awareness of agency mission and volunteer needs.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Annually increase the number of interested and enrolled potential volunteers, families and youth.
- Create and implement a volunteer recruitment strategy that includes corporate, collegiate, and community outreach efforts to obtain adult mentors to meet annual match goals in Community-Based and School-Based programs.
- Adeptly adjust efforts to effectively balance volunteer recruitment or youth outreach needs by geographic and demographic factors, and the current ratio of children participating in the program.
- Effectively engage existing volunteers in recruitment efforts, including Board of Directors.
- Research, identify and cultivate potential sources for adult volunteers, including but not limited to Dane County corporations, college/universities, government agencies, churches, social organizations, non-profit agencies, law enforcement groups, and professional organizations.
- Cultivate long-term sustaining relationships with organizations, and other community partners through effective stewardship and communications.
- Represent BBBS at community outreach events in targeted areas to build awareness of the agency, mission, and recruitment needs.
- Recruit volunteers and reach out to families through an increasing number of regular face- to-face activities in community, corporate, collegiate, and civic environments. This also includes engaging existing volunteers and parents in volunteer recruitment and youth outreach efforts.
- Research and identify informal communication networks with current volunteers and partners that will reach underrepresented groups with the goal of increasing volunteer participation.
- Create strategic social media communications for recruitment efforts, including but not limited to Facebook, Twitter, and LinkedIn.



With supervisor, set and meet annual and monthly goals for securing new partnerships, number of potential volunteer inquires, and outreach events attended.
Track and evaluate results of recruitment and outreach efforts. Provide weekly, monthly, and quarterly progress reports for both volunteer recruitment and youth outreach efforts and forecast returns on upcoming efforts.
Maintain ongoing communication with BBBS program staff to keep inspiring match stories and volunteer trends current for presentations and corporate partnership updates.
Lead communications throughout the agency about program recruitment needs utilizing data analysis.
This position is required to work nights and weekends as needed.
Other tasks may be assigned, based on business needs and the department supervisor's request or the CEO.

EDUCATION & RELATED WORK EXPERIENCE

Education Level: (minimum & preferred educational requirements necessary to perform this job successfully)
Minimum Bachelor's degree from an accredited college or university required OR 5+ years of experience in sales or recruitment field.

Years of Related Work Experience : (minimum & preferred related work experience necessary perform this job successfully)
Experience in recruiting, customer service, sales, or grassroots campaign experience preferred. Applicants with experience in the Big Brothers Big Sisters network as a Big, former Little, or Parent of a Little are strongly encouraged to apply. Must have a car, valid driver's license, and meet state required automobile insurance minimums.

SKILLS AND KNOWLEDGE

	Required	Preferred
Persuasive written and face-to-face verbal communication skills	X	
Demonstrated success in sales or recruitment with proven ability to meet quantitative goals on a monthly basis	X	
Highly motivated and self-driven to meet goals.	X	
Excellent public speaking skills and ability to create and facilitate presentations to varying-sized groups. Ability to effectively communicate program mission and volunteer needs to various constituents.	X	
Strong interpersonal and relationship-building skills with proven ability to work with diverse populations.	X	
Ability to use data analysis to identify solutions; proficient skills in information gathering, reporting, and data analysis.	X	
Ability to maintain confidentiality throughout daily operations and communications.	X	
Ability to think strategically to create effective short and long term plans to reach agency goals.	X	
Proficiency in Microsoft Office; including Word, Outlook, and Excel.	X	
Available to work evening and weekend hours required in order to meet the needs of this position.	X	
Willing to drive to off-site assignments within Dane County.	X	
Ability to design and create marketing materials.		X



TRAVEL REQUIREMENTS (LIST AS A % OF TOTAL WORK TIME)	15%
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WORK ENVIRONMENT/PHYSICAL REQUIREMENTS
 (Describe any specific work place conditions and/or physical abilities that are related to and/or required by this job)

Routine office environment. Flexible work hours to meet recruitment needs.

Equal Employment Opportunity

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

ACKNOWLEDGEMENTS	
Creation Date:	Revision Date: 12/1/2017
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:
Human Resources:	
Signature:	Date: