Position Title: Outreach Coordinator
Position Type: Full-time (37.5 hours/week), non-exempt paid position
Reports to: Executive Director
Updated: 5.28.26

MISSION
Yolo County CASA's mission is to advocate for abused and neglected children in the foster system to ensure their voices are heard and their needs are met. We champion without compromise for the best interest of every Yolo County foster child. Yolo County CASA is committed to providing children with a voice in court through the advocacy of trained volunteers.

Outreach Coordinator Job Summary
The Outreach Coordinator, in close collaboration with the Training Coordinator, has the primary responsibility to undertake community outreach to identify and recruit volunteers; intake and maintain volunteer information in the program database; participate in the screening of potential volunteers, organize volunteer recognition programs and special events; collaborate in the coordination and delivery of volunteer communications; and support resource development, including marketing and communications.

RESPONSIBILITIES AND DUTIES:

Community Outreach and Volunteer Recruitment

- Develop an annual outreach and recruitment plan, coordinated with the Training Coordinator, Program Director, and Executive Director.
- Coordinate CASA volunteer recruitment and outreach activities in partnership with staff, board, volunteers, and current and potential community partner entities to identify a diverse and qualified volunteer pool that meets the strategic needs of Yolo County CASA.
- Maintain statistics on CASA volunteer recruitment efforts.
- Disseminate program information in response to all volunteer inquiries and maintain an inquiry database.
- Represent CASA at community associations, activities, and events.
- Responsible for securing and planning presentations and CASA booth opportunities/staffing at relevant community events.
- Support the development, measurement, and ongoing evaluation of volunteer recruitment and retention efforts to ensure success and continual improvement.
- Prepare and distribute recruitment posters/flyers.
- Manage press releases for organizational events, program recruitment, campaigns, projects, accomplishments, and milestones.

Volunteer Retention

- Assist in organizing a minimum of two volunteer appreciation and recognition events per year.
- Create and distribute various communications and publications to supporters and community members, including the monthly newsletter and updates about CASA events, impact stories, and opportunities to get involved.
- Identify and implement personal approaches to enhance volunteer retention, such as birthday and anniversary cards for volunteers

Training and Program Organization

- Work with the Training Coordinator and Advocate Supervisors to ensure a smooth transition of volunteer recruits to the training class.
- Assist in the facilitation of the Volunteer Advocate training program and/or continuing education events as needed.
- Coordinate the CASA volunteer intake process in collaboration with staff, including organizing and conducting orientation sessions, processing applications, scheduling and conducting screening interviews, coordinating background checks, ensuring all pre-training requirements have been met, and communicating with potential volunteers.
- Maintain up-to-date documentation on driver's licenses and auto insurance.
- Monitor and maintain up-to-date volunteer information in the program database.
- Establish and maintain effective, collegial working relationships with Yolo County CASA staff, board, and volunteers, as well as with representatives of the larger Yolo County community in support of volunteer recruitment, engagement, and retention.
- Attend staff meetings and assist in the evaluation of the program.
- Attend training, conferences, and continuing education seminars are requested and approved by the Program Director or Executive Director.
- Other duties as assigned; non-essential job duties, non-related responsibilities, and other tasks as required by the Training Coordinator, Program Director, or Executive Director may be assigned from time to time. Yolo County CASA is a small non-profit organization requiring flexibility from its staff.

Social media/Content creation

- Maintain and grow Yolo CASA's social media presence with consistent branding and community engagement.
- Expand outreach by developing content for platforms beyond Meta, including Google and LinkedIn.
- Create monthly reels and videos to stay relevant and connect with diverse audiences.
- Stay on top of trends, seasonal moments, and awareness campaigns - designing timely graphics and messaging that align with events like Child Abuse Prevention Month and Foster Care Month.
- Run targeted ad campaigns through Meta and other platforms to boost volunteer recruitment and awareness.
- Curate and distribute bi-weekly newsletters that inform, engage, and inspire volunteers, supporters, and community members through timely updates, impactful stories, and upcoming opportunities.

Qualifications and Skills

• Bachelor's degree in a related field.

- A minimum of two years of work experience in a CASA program or similar nonprofit organization with an emphasis on community outreach, volunteer recruitment, marketing, community, and public relations.
- Excellent oral and written communication skills, including the ability to present to large and diverse audiences under various circumstances. Bilingual Spanish/English preferred.
- Ability to excite and motivate people about the work of Yolo County CASA.
- Strong working knowledge of community resources and the strengths and challenges to improve and grow volunteer engagement with Yolo County CASA.
- Flexibility with hours, including frequent evenings and some weekends, with an ability to communicate effectively with the Training Coordinator and other Yolo CASA staff regarding workload and schedule; strong time management skills.
- Strong computer literacy skills and comfort learning new software programs, including database management.
- Experience and ability to work cooperatively and effectively with diverse populations, including but not limited to differences in socioeconomic background, culture, religion, sexual orientation, disability, and gender expression.
- Ability to maintain confidentiality and exercise diplomacy and discretion in communication with others.
- Must complete Yolo County CASA's Volunteer Advocate training.
- Completed application and thorough background clearance.
- Candidates should be prepared to provide a writing sample upon request.

Employee classification: Full-time/non-exempt;

- Pay range - $28-30/hr.
- Benefits:
    - 10 days vacation annually, accrued biweekly
    - 11 paid holidays
    - 12 days paid health leave per year, accrued bi-weekly
    - Health Care Stipend $6,000 annually

Yolo County CASA is an Equal Employment Opportunity organization. We do not discriminate on the basis of ancestry, race, color, religion (includes religious dress and grooming), sex (includes pregnancy, childbirth, breastfeeding and/or related medical conditions), gender, gender identity, gender expression, age, national origin, disability (physical and mental including HIV and AIDS), genetic information, military or veteran status, marital status or sexual orientation or request for FMLA.

Please send your resume to info@yolocasa.org