



JOB DESCRIPTION

Position Title:		Overtime Status:
Outreach and Communications Coordinator		Non-exempt
Department: Development	Location: 91 W. Colt Square, Suite 1 Fayetteville, AR 72703	
Reports To: Development Director	Salary - \$36,000, PTO; 11 paid holidays; 3% retirement matching; medical, dental & vision insurance	

POSITION PURPOSE

This position is the first point of contact for all those interested in joining the mission of Big Brothers Big Sisters in Northwest Arkansas. This position is the first point of contact as well as the present face of the organization. The ideal candidate will have strong project management, communication, administrative, and multi-tasking skills. The OCC is responsible for recruitment outreach into the community, both in-person and on social media. It is providing high-level customer service in response to all customer and stakeholder inquiries and leads.

ESSENTIAL DUTIES AND RESPONSIBILITIES (IN PRIORITY ORDER)

- Annually increase the number of interested and enrolled potential volunteers, families, and youth through recruitment efforts.
- Development and implementation of a volunteer recruitment and outreach plan that includes - among others - grass roots, corporate, collegiate and community sales, recruitment, and outreach activities.
 - Maintain a calendar of outreach activities, including community events, workshops, appearances, and other communication opportunities.
- Develops a plan to recruit, train and utilize volunteers and reach out to families through an increasing number of regular face-to-face activities in school, community, corporate, collegiate, and civic environments. This also includes engaging existing volunteers and parents in volunteer recruitment and youth outreach efforts.
- Cultivate long-term sustaining relationships with mentor-and youth-rich organizations, collaborators and other third parties through effective stewardship and communications.
- Maintains relationships with collaborative partners and works to cultivate new ones.
- Regularly analyze and utilize the agency’s geographic scorecard and demographic model 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.
- 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.



Oversee and implement all social media (not limited to, but includes Twitter, Instagram, blog posting, LinkedIn, Facebook, and website updates) as needed in regard to recruitment and marketing purposes
Attends relevant community meetings; participate in relevant councils and committees. (Specifically: oversee special recruitment initiative, such as the Young Professionals Group and Technology Committee.)
Attend and support the Development Team on all special and community events. <ul style="list-style-type: none">• Develop plan to host quarterly community engagement activities in the region, driving engagement for recruitment and brand awareness.• Foster relationships with major donors and companies to recruit volunteers.• Assists in the coordination of special events including holiday baskets/gifts;donor/partner/volunteer appreciation activities/
Schedules outreach presentations in the community and communicates with staff regarding coverage and responsibilities. Assists in the coordination of special events including holiday baskets/gifts; donor/partner/volunteer appreciation activities.
Ensure that all volunteers receive an engaging, positive, and personalized sales phone response promoting BBBS programs. <ul style="list-style-type: none">• Effectively move the volunteer from the point of first contact to active enrollment.• Determine the best way to get volunteer investment in the enrollment process.• Identify and eliminate any barriers interfering with the initial enrollment process.• Follow process through to next point of contact.• Obtain preliminary contact information and schedule enrollment interview within prescribed time frame.
Send forms or program information as needed to volunteers, families, or school administrators.
Collaborate with other service delivery staff to ensure smooth transition among functions.
Respond to all parental calls regarding the enrolled status of their children. Ensure that all such inquiries receive prompt and informative response.
Schedule interviews for children and volunteers for enrollment team. Confirm interviews one week and again 24 hours prior for enrollment staff.
Enter all inquiries and pertinent data into database, ensuring accuracy and timelines of information systems.
Work with Match Support Team to propose and introduce Bigs and Littles to one another.
Work with the Match Support Team to plan quarterly match activities and engagement activities for Bigs and Littles.
Conduct at least two volunteer pre-trainings per month.
<u>Other Agency Responsibilities</u> Adhere to the agency's beliefs and values in all job-related activities. Other duties as assigned.

EDUCATION & RELATED WORK EXPERIENCE



Education Level:
(minimum & preferred educational requirements necessary to perform this job successfully)
 At minimum, Bachelors Degree required; Proficiency in technical areas such as Wordpress and Microsoft Office - including Word, Outlook, Access and Excel. Social Media savvy.

Years of Related Work Experience :
(minimum & preferred related work experience necessary perform this job successfully)
 Minimum 2 years works experience in customer service, sales, human services, recruitment Must have car, valid driver's license, and meet state required automobile insurance minimums.

SKILLS AND KNOWLEDGE		
	Required	Preferred
Proficiency in Microsoft Office; including Word, Outlook, and Excel.	X	
Excellent oral and written communication skills reflecting solid customer service both in-person and telephone.	X	
Ability to form and sustain appropriate child, adult volunteer-based relationships based on positive youth development and volunteer satisfaction	X	
Ability to effectively assess and execute the following relational support skills: <u>guiding, supporting, confronting, advising and/or negotiating</u>	X	
Cultural competency and experience working with diverse youth and families.	X	
Ability to effectively collaborate with other volunteer match staff.	X	
Ability to work a flexible schedule, including some evenings and weekends.	X	
Ability to work with a team and independently to meet job expectations.	X	
Experience with sensitive information and ability to maintain confidentiality.	X	
Ability to collect meaningful data and draw solid conclusions.	X	
Proficient in writing, reading and speaking both Spanish and English	X	

TRAVEL REQUIREMENTS
(Local mileage reimbursed at federal rate)

Regular local travel within Benton and Washington County

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 customer needs, *including some regular evenings and weekends.*



Core Competencies	High Performance Indicators
Customer Focus	Able to build strong working relationships with agency staff and matches; identify unexpressed customer needs and potential solutions to meet those needs; independently anticipate and meet customer match support needs; prioritize work in alignment with the needs of the match; use match knowledge and feedback to improve the effectiveness of own support results.
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.
Flexibility & Achieving Change	Able to positively deal with changes that affect job requirements or work assignments; adapt to shifting priorities in response to the needs of matches; quickly recognize situations/conditions where change is needed; remain calm and professional in emotionally charged interactions; work to clarify situations where information, instructions, or objectives are ambiguous; support organizational change.
Continuous Improvement & Gets Results	Able to identify and apply "best practices" in own work; improve efficiency by planning and organizing work effectively, eliminating barriers and streamlining work processes; monitor, evaluate and track own performance; adapt work practices in order to meet goals and deadlines; persist in the face of ongoing obstacles or setbacks; accept responsibility for the quality and outcomes of own work.
Decisiveness & Judgment	Able to demonstrate sound judgment in routine, day-to-day decisions; think critically to make decisions and take action, even in non-routine situations; rapidly make reasonable assessments with limited information; consider impact of various options when making decisions; use sound judgment in deciding whether to make a decision or escalate it to a supervisor for additional consultation.
Open Communication	Able to use active and attentive listening to confirm understanding; coach others through the use of reflective questioning; personalize communication content and delivery to fit different perspectives, backgrounds or styles of audience; document information about matches clearly and concisely in order to keep records accurate and up to date.
Strategic Alignment	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 affects the business and how own actions and decisions affect other jobs or outcomes; maintain perspective between the overall picture and tactical details.



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.
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Equal Employment Opportunity

BBBSNWA provides equal employment opportunities to all qualified individuals without regard to race, color, religion, creed, national origin, age, sex, sexual orientation, gender identity and expression, veteran status, disability, familial status, marital status, pregnancy, genetic information, or any other characteristic protected under applicable federal, state, or local law.

At Big Brothers Big Sisters of Northwest Arkansas, diversity, equity, and inclusion (DEI) is an integral part of our values and mission. We recognize, affirm, and celebrate the diverse backgrounds, lives, and experiences of all of our stakeholders, including youth, families, donors, volunteers, and staff. We ensure the opportunity for all voices and perspectives to be heard and honored. In the workplace, we foster an environment where all people can be their best selves. We affirm that every person [regardless of ability, age, cultural background, ethnicity, faith, gender, gender identity, gender expression, ideology, income, national origin, race or sexual orientation, marital or veteran status] has the opportunity to reach their full potential. We strive to realize the full potential that is within all of us by ensuring that all voices and perspectives are heard and honored.

People of color, LGBTQ+, people with disability, and veterans are highly encouraged to apply.

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

****All inquires please email resume and cover letter to Brooke Allen, ballen@bbbsnwa.org****