

The Development Manager is responsible for all aspects of CASA volunteer development which includes recruiting, screening, and training potential CASA volunteer advocates. The Development Manager is also responsible for developing strategies to meet identified recruitment goals with an emphasis on recruiting a diverse volunteer base, cultivating media relationships to promote volunteer recruitment, and promoting Southeast CASA Program in the five-county region in each Community.

### **Key Responsibility: Recruitment**

1. Prepare an annual recruitment plan, coordinated with the Executive Director, to meet the ongoing program volunteer advocate needs and program expansion. Plan must include, but is not limited to the following:
  - a. Development of recruitment strategies to foster diversity, equity and inclusion.
  - b. Regularly schedule CASA Advocate recruitment presentations in locations with diverse audiences, which include, but are not limited to, local civic organizations, religious/fait h groups, professional associations, educational organizations, local employers, and other community members.
  - c. Direct participation in various community events to both promote Southeast CASA Program in all five countries and to recruit new CASA Advocates.
2. Execution of annual recruitment plan as point person with direct support from Executive Director and limited support from Case Managers.
3. Expected to reach recruitment targets to be determined by the Southeast CASA Program Executive Director and Board of Directors.
4. Hold quarterly volunteer recruitment events in each county.
5. Maintain monthly and quarterly statistics on advocate recruitment and training.
6. Commits to personal participation in local professional organizations as appropriate.
7. Develops ongoing retention strategies, acknowledgement programs, and results tracking system.

### **Key Responsibility: Media Relations**

1. Along with the Executive Director, develop relationships with local media contacts to cultivate interviews, news coverage to inform the public about the work of CASA, and cover volunteer development and other events.
2. Ongoing development and review of recruitment materials for distribution, manage program website and assist with all social media formats including Facebook, Instagram, X, LinkedIn and more.
3. Write monthly volunteer and community newsletters with child welfare articles, including new quotes each month, Awareness month article, CASA Data, Stakeholder information, NCASA news, volunteer information and other information that pertains to child welfare, volunteers, community and recruitment

### **Key Responsibility: Advocate Application Screening**

1. Process volunteer applications and manage volunteer files and database.
2. Conduct and manage volunteer pre-training interviews.
3. Conduct reference checks for advocate applicants as well as screen information from background checks.

4. Based on results of applicant screening and personal interview determine if applicant is appropriate to enter CASA Advocate training.
5. Ongoing evaluation of training participants to determine individual appropriateness of becoming a CASA Advocate.

### **Key Responsibility: Training/Continuing Education**

1. Coordinate and deliver training programs for CASA volunteers serving the Southeast CASA Program counties, incorporating National CASA Advocate training.
2. Coordinate and schedule in-person Advocate training programs, including independent study models as applicable.
3. Maintain and/or update training materials and forms used in CASA training and prepare manuals for distribution to trainees. Review for necessary updates at least annually.
4. Maintain tracking system for advocate trainees and continuing education in agency database system (Optima).
5. Maintain and develop relationships with all stakeholders regarding training and continuing education.
6. Host volunteer events such as Lunch Bunch, Empower Hour.
7. Coordinate and maintain monthly continuing education calendar and distribute to advocates and staff.
8. Maintain records for volunteers' compliance requirements: driver license renewals, continued background checks, CASA Volunteer Mandates, confidentiality, etc.
9. Participate on committees within community and National CASA, as requested.
10. Coordinate with Case Managers regarding volunteer continuing educational requirements.

### **Other:**

1. Prepare quarterly statistical reporting information for Executive Director and BOD with analysis of trends and challenges.
2. Assist Case Manager with ongoing cases.
3. Assist with special events and fundraisers as requested.
4. Additional duties as assigned.

### **Qualifications:**

Ideally, experience in curriculum management, recruiting, marketing and conducting group presentations/training. BA/BS degree required or equivalent work experience in a related field. Understanding of family dynamics and demonstrated experience working respectfully with people of all socioeconomic backgrounds.

### **Demonstrated Abilities:**

Must be goal oriented and highly organized, strong time management skills, demonstrated understanding of and ability to respond to group dynamics in a professional manner, good communication skills and writing abilities, strong public speaking and presentation skills, able to motivate and encourage prospective volunteers, ability to articulate the mission of CASA and the expectations it has for its volunteers, understanding of the cycle of childhood abuse/neglect and psychological trauma, ability to adhere to and maintain confidentiality. Must possess strong computer skills (Word, Excel, Outlook, PowerPoint, website management, social media) and ability to learn new software as needed

### **Requirements:**

Ability to pass intensive background check to include criminal history, central registry, etc.,  
Must complete CASA Advocate training within 3 months of hire date,  
Must maintain a valid driver license and auto liability insurance,  
Must be available for flexible work hours; evenings and weekends as needed, work available hours for volunteer support,  
Must be able to travel to counties in the coverage area of the Southeast CASA Program.  
Must be able to work with and be respectful of all people regardless of socioeconomic backgrounds, cultures, race, belief system, sexual orientation, disability and gender.

**Supervision:**

The Development Manager will be responsible to the Executive Director and Case Manager of Southeast CASA Program.

**EMPLOYEE CLASSIFICATION**

Full time, non-exempt

**BENEFITS:**

Monthly health reimbursement, PTO, Retirement, Holiday pay

**Wage dependent on qualifications, position open until filled.**

Please submit a cover letter, resume, and three references. Submit documents through the Southeast CASA website at <https://southeastcasa.org/careers>