



Marketing and Recruitment Manager

The Marketing and Recruitment Manager is an enthusiastic and outgoing representative for Capital City CASA in Cole County. Key responsibilities include organizing, planning, and communication. This position is an ideal fit for someone who loves to build relationships with other organizations, coordinate events, and generate outreach activities that help the community to partner or participate in Capital City CASA's mission. It is also ideal for someone who has experience and skills with persuasive communication in a variety of formats and with an interest and background in digital design and writing, print and other forms of advertising. This position in partnership with agency leadership will help lead the promotion of Capital City CASA to the widest possible audience.

Responsibilities

Responsibilities include but are not limited to: develop and execute market plan utilizing local media outlets, build and maintain community relationships and partnerships, plan and implement outreach and recruitment strategies for CASA volunteers, produce electronic content to support recruitment efforts, develop networking resources for speaking and outreach and plan and implement special events of various sizes.

Qualifications

Bachelor's degree in Communication, Marketing or equivalent education or 3-5 years of experience in a related field.

Excellent verbal and written communication skills

Experience in non-profit desirable

Able to manage multiple tasks and deadlines

A high level of attention to detail

Must be able to pass a criminal background check

Valid drivers license

Work Environment

The job takes place in an office setting. The employee may have the ability to work remotely at times. There will be occasional travel mostly within Cole County. Must be able to work occasional weekends and evenings to assist with events.

To apply, please submit the following application materials to Gina Clement, Executive Director at gina@capitalcitycasa.org. Position will be open until filled.

- Cover Letter
- Resume
- Sample of your writing (short essay, blog, publication, etc.)

Capital City CASA strives to have a diverse staff that represents our community. We particularly encourage people of color, people with lived foster care experience, and people connected to communities with limited economic opportunity to apply. If you think you're a good fit for the position but aren't sure you have all the skills and experience we're looking for, we still strongly encourage you to apply.

Capital City CASA values inclusion, diversity, and equity, and does not discriminate on the basis of race, color, religion, gender, age, national origin, ancestry, sexual orientation, or disability.