



JOB DESCRIPTION

Position Title: Community Engagement Manager	Employment Status: Full time, Exempt
Department: Program Support Team	Location: St. Cloud, MN
Reports To: Advancement Director	
POSITION PURPOSE	
<p>Big Brothers Big Sisters of Central MN's (hereinafter BBBS) Community Engagement Manager will serve as a key part of the Program Support Team. The manager will be responsible for implementing the strategy to achieve marketing and recruitment goals of the agency and will be responsible to execute the plan. The manager will also be the point person for recruitment of BBBS's volunteers, which includes recruitment, info sessions and scheduling interviews.</p> <p>A successful Community Engagement Manager will produce positive outcomes in the following areas: addressing needs of BBBS through effective marketing, volunteer recruitment and scheduling interviews for interns and volunteers.</p>	
ESSENTIAL DUTIES AND RESPONSIBILITIES (IN PRIORITY ORDER)	
The Community Engagement Manager is primarily responsible for volunteer recruiting, onboarding, and training volunteers.	
Annually increase the number of interested and enrolled potential volunteers through recruitment efforts. Recruit volunteers through community engagement activities, which includes, but not limited to: public speaking, community meetings, and tabling events.	
Communicate BBBS' vision, mission, and values to the public, donors, and key stakeholders.	
Provide a high-level service in response to all inquiries and leads with an atmosphere of engagement and motivation.	
<p>Ensure that all potential volunteers receive an engaging, positive and personalized experience, while promoting BBBS:</p> <ul style="list-style-type: none"> Effectively move the volunteer from the point of first contact to active enrollment, including identifying best fit for the volunteer and the agency 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 interview within prescribed time frame 	

Enter all inquiries and pertinent data into database, ensuring accuracy and timelines of information systems.
Regularly analyze and utilize the agency's geographic scorecard and demographic model to adjust efforts and focus to appropriately balance volunteer recruitment 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 efforts and forecast returns on upcoming efforts.
Act as staff liaison for the PR, Marketing & Recruitment Committee, effectively managing this group of volunteers as an asset in these efforts.
Manage the volunteer Ambassadors program; ensuring volunteers are engaged and this group supports the recruiting process.
Collaborate with team to ensure smooth transition among functions.
Respond to all volunteers regarding their status; ensure that all such inquiries receive prompt and informative response.
Respond to all requests; communicating basic information, flexibility and volunteer choice.
Persistently and accurately track and maintain recurring contact with potential volunteers who have not yet begun the enrollment process.
Lead Info Session and trainings for potential volunteers.
Work closely with the team to identify volunteer needs and implement a plan to address the needs.
Take a lead role or assist with BBBS's communication, which includes, but not limited to; social media, e-newsletters, website, press releases, and/or publications.
Working with the team, update, manage, and promote volunteer opportunities.
Maintain measurement systems for volunteer and community engagement effectiveness.
Participate in networks and trainings related to volunteer management.
Cultivate prospective new corporate and community partnerships to generate volunteers and identify potential Bigs. Manage the Match Discount program.
Manage existing partner relationships to strengthen agency and generate volunteers and Littles.
Assist the team in BBBS's volunteer recognition efforts.
Adhere to BBBS's policies, beliefs, and values in all job-related activities.

Is co-responsible for the PR, Marketing & Recruitment Committee, addressing BBBS's volunteer needs, achievements, and goals.
Participate in agency events and committees and perform additional tasks assigned by the Executive Director.
Other duties as assigned.

KEY RELATIONSHIPS				
	Provide and/or Receive Routine Information	Work In Partnership with Others to Accomplish Individual Tasks	Educate Others	Persuade and Influence Others & Outcomes
Internal Relationships	X	X	X	X
External Relationships	X	X	X	X

EDUCATION & RELATED WORK EXPERIENCE
Education Level: (minimum & preferred educational requirements necessary to perform this job successfully)
Bachelor's Degree preferred.

Years of Related Work Experience : (minimum & preferred related work experience necessary perform this job successfully)
At least 3 years of successful sales, customer service or grassroots campaign experience.
Must have access to transportation, valid driver's license, and meet required automobile insurance minimums.

SKILLS AND KNOWLEDGE		
	Required	Preferred
Goal-driven approach to work with a demonstrated ability to develop a rapport with individuals from diverse sectors.	X	
Demonstrated success in sales and project management.	X	

Persuasive written, social media and in-person communication skills with proven bottom-line results.	X	
Ability to successfully work in a team environment.	X	
Enthusiasm, positive sense of humor and can do attitude.	X	
Access to transportation.	X	
Ability to speak a second language.		X
Proficiency in technical areas such as Microsoft Office; including Word, Outlook, Access and Excel.	X	
Ability to relate well in cross-cultural environments.	X	
Ability to effectively collaborate with program and administrative staff.	X	
Ability to use time effectively.	X	
Ability to focus on details.	X	
Ability to adapt to shifting priorities.	X	
Ability to position and promote opportunities.	X	

Travel Requirements:	Mainly within BBBS's service area. Occasional out-of-service area recruitment or training opportunities.
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WORK ENVIRONMENT/PHYSICAL REQUIREMENTS
Routine office environment. Flexible work hours to meet agency needs, including nights and weekends as needed. Be able to transport and set-up displays. May need to stand at a display for several hours. Assist with set-ups and take-downs of special events.

Core Competencies	High Performance Indicators
Creativity & Innovation	Able to generate creative ideas to solve problems and improve work methods; apply novel approaches to improve or enhance results; collaborate with team members to share best practices and brainstorm creative approaches; assess situations to uncover new opportunities or overcome obstacles.

Customer Focus	Able to build strong working relationships with external customers; identify unexpressed customer needs and potential services to meet those needs; independently anticipate and meet customer needs; prioritize work in alignment with the needs of the customer; use knowledge of customer to improve own work results.
Gets Results	Able to demonstrate high personal work standards and a sense of urgency about results to meet goals and deadlines; maintain high performance by viewing failures as learning opportunities and rebounding quickly from setbacks or rejections; persist in the face of repeated challenges; accept responsibility for the outcomes of his/her own work.
Relationship Building	Able to build rapport and cultivate effective short and long term relationships with others; adjust own interpersonal approach to fit others' perspectives, needs, cultures, or styles; recognize the impact of one's behavior on others; utilize a range of internal and external networks and resources to meet job responsibilities and reach specific influential people.
Flexibility & Achieving Change	Able to adapt to shifting priorities in response to the needs of external clients; quickly recognize situations/conditions where change is needed; work to clarify situations where information, instructions, or objectives are ambiguous; support organizational change.
Influencing	Able to persuade and enlist others' support in accomplishing objectives; effectively "sell" benefits of service to others; use data, logic and/or customer testimonials to influence others; develop effective working relationships with others who can help promote acceptance of own ideas; use different influence approaches as appropriate.
Planning & Organizing	Able to create and execute a plan of action to meet targets; balance the need for long term planning with short term objectives; avoid wasting time and resources on tasks that yield low value; monitor the progress and impact of assignments.
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 drives/affects the business; 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

Big Brothers Big Sisters of Central MN 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. Big Brothers Big Sisters of Central MN may change the specific job duties with or without prior notice based on the needs of the organization.

ACKNOWLEDGEMENTS	
Executive Director: I have approved this job description and reviewed with employee.	
Signature:	Date:
Employee: I have reviewed this job description with my supervisor and acknowledge receipt.	
Signature:	Date: