HEART OF MISSOURI CASA

Community Outreach Coordinator

Job Posting

Classification	Full-time, Salaried (Exempt)
Reports To	Chief Operating Officer
Location	Based in Columbia, Missouri – Boone County; regular travel within service area

About Heart of Missouri CASA

Heart of Missouri CASA trains and supports volunteer advocates to uplift the voices of children in the court system who have experienced abuse and neglect. We serve children in foster care across Boone and Callaway Counties, pairing them with a trained volunteer who becomes one of the most consistent adults in their life until they reach a safe, stable home.

We're in a season of significant growth — building toward a new Headquarters and Clubhouse, expanding our team, and working toward a goal of serving every child in our circuit who needs a CASA advocate by 2030.

The Ideal Person for This Position

- You're passionate about the mission of Heart of Missouri CASA and the role CASA volunteers play in the lives of children in foster care.
- You're a strategic thinker who also enjoys hands-on execution — you can set a recruitment plan and then get out into the community to help carry it out yourself.
- You thrive on building relationships and connections — in person, by phone, and by email.
- You have strong persuasive communication skills and excel at public speaking, giving presentations and storytelling.
- You're a warm, welcoming presenter who enjoys helping prospective volunteers see where they fit — whether you're leading an information session or helping conduct a volunteer interview.
- You're highly organized and enjoy keeping many moving pieces — schedules, applicants, and follow-ups — on track.
- You're goal-oriented and enjoy using systems to track data and progress toward recruitment targets.
- You bring a positive attitude, genuine concern for children and community, and strong listening skills.
- Prior outreach experience matters for this role given its strategic scope, but we're equally looking for enthusiasm, creativity, and genuine passion for the mission.

Position Summary

The Community Outreach Coordinator leads Heart of Missouri CASA's community outreach and volunteer recruitment strategy across Boone and Callaway Counties. This position aligns outreach efforts across program staff, leads the Outreach Committee, and engages the community directly through events, partnerships, and volunteer information sessions. This position is an ideal fit for someone who is both a strong individual community outreach professional and a natural convener — someone who enjoys connecting with people directly while keeping cross-team efforts moving in the same direction.

Duties & Responsibilities

1. Community Outreach Strategy & Cross-Team Coordination (Approximately 20%)

- Develop and lead Heart of Missouri CASA's overall community outreach and volunteer recruitment strategy, setting annual recruitment goals and benchmarks for Boone and Callaway Counties in consultation with the Chief Operating Officer.
- Coordinate with the Advocate Supervisors designated for outreach support in each county, aligning activities, messaging, and recruitment targets across teams.
- Lead the Outreach Committee (staff), set agendas, track action items, and connect committee efforts to the overall recruitment strategy.

2. Community Outreach & Volunteer Recruitment Execution (Approximately 40%)

- Implement and evaluate outreach and recruitment strategies, and coordinate campaigns, events, and activities, such as April Child Abuse Awareness Month.
- Represent Heart of Missouri CASA at community events, fairs, and speaking engagements to recruit prospective volunteers.
- Build and maintain relationships with community organizations and partners to support volunteer recruitment, particularly to diversify the CASA volunteer corps.
- Seek new opportunities to increase community awareness of CASA and develop referral and networking resources for outreach.
- Respond promptly to inquiries from prospective volunteers and guide them through the application and screening process.
- Work with the communications team on print and social media materials, and support storytelling that helps the community understand the impact of CASA’s work.
- Lead the Volunteer Ambassador program, working in collaboration with program staff to grow the number of active ambassadors and strengthen engagement within the program.

3. Volunteer Information Sessions & Interview Coordination (Approximately 20%)

- Plan, schedule, and lead information sessions (in person and virtual, as appropriate) for prospective volunteers interested in learning more about volunteering with CASA, including an overview of the CASA volunteer role, training, time commitment, and application process.

- Prepare and maintain information session presentations and materials in collaboration with the communications team and program staff.
- Follow up with information session attendees to answer questions and guide interested individuals into the application process.
- Take the lead in coordinating volunteer interviews, including scheduling interviews with applicants, coordinating interview availability and logistics with other interviewing staff, and communicating with applicants throughout the interview process.
- Assist in conducting volunteer interviews, helping assess each applicant's readiness and fit for the CASA volunteer role.
- Keep prospective volunteers moving through the information session, interview, and screening steps in a timely, welcoming, and organized way.

4. Data Tracking & Reporting (Approximately 10%)

- Track and measure recruitment activity, community engagement, and progress toward volunteer recruitment goals.
- Maintain accurate records of outreach activities and volunteer leads.
- Track information session attendance, volunteer interview scheduling, and applicant progress through the interview process.
- Report progress toward recruitment goals regularly to the Outreach Committee, agency leadership, and staff meetings.

5. Strategic Plan & Volunteer Appreciation (Approximately 5%)

- Serve on at least one strategic plan implementation committee.
- Complete assigned action steps tied to the agency strategic plan in a timely manner.
- Assist with annual Volunteer Appreciation Event.

6. Meetings & Professional Engagement (Approximately 5%)

- Attend internal staff meetings and supervision with direct supervisor.
- Provide regular updates at staff meetings on community outreach, volunteer recruitment, information session, and interview coordination efforts, progress, and needs.
- Attend local, regional, and state trainings and conferences to support professional development.

7. Other

- Perform other duties as assigned.

Required Qualifications

- Bachelor’s degree in communications, public relations, marketing, or related field.
- Minimum two years of experience in community outreach, recruitment, volunteer management, public relations, marketing or other applicable field, including developing and leading a strategy or plan – not solely executing one set by others.

- Demonstrated ability to coordinate or align work across teams or positions without formal supervisory authority.
- Excellent verbal and written communication skills.
- Ability to manage multiple projects and deadlines with a high level of attention to detail.
- Ability to work effectively with diverse individuals and groups.
- Comfort with public speaking and confident communication in a variety of community settings.
- Proficiency with Microsoft 365 and electronic database systems.
- Ability to pass criminal background checks and child abuse/neglect registry checks.
- Valid driver's license and reliable transportation; ability to travel within Boone and Callaway Counties.

Preferred Qualifications

- Experience in a nonprofit setting working with volunteers.
- Knowledge and understanding of child abuse and neglect as well as the child welfare system.

Work Environment & Schedule

This position is based in an office setting, with regular travel to community events, partner organizations, and outreach locations within Boone and Callaway Counties. Evening and weekend work is frequently required to support events and information sessions; flexibility in scheduling is provided.

Compensation & Benefits

Starting salary range: $53,000 - $55,000

Benefits include:

- Comprehensive health benefit through Liberty Family Medicine and Health Access Solutions, including direct primary care, low-cost prescriptions, up to $4,500 annually in preventive care reimbursements, $3,000 in mental health and substance counseling, wellness and nutritional health reimbursements and more.
- Co-op Dental plan through Health Access Solutions — a member-owned cooperative that reimburses 100% of preventive dental expenses and 95% of non-preventive dental care, with no networks and no lifetime maximum. Includes up to $200 annually toward vision hardware.
- Retirement plan (match up to 3% of salary).
- Generous paid holidays (20 days, including your birthday).
- Paid vacation (10 days, increasing to 15 in 3rd year, 20 in 4th year).
- Paid sick time.

- Paid parental leave.
- Cell phone stipend ($40/month).
- Flexible work schedule options.
- Mileage reimbursement.

How to Apply

To apply, please submit a cover letter and resume to ChaRae Champion, Chief Operating Officer, at hello@homcasa.org or through the Indeed posting at https://www.indeed.com/job/community-outreach-coordinator-048313ea373c9723. This position will remain open until filled; candidate screening will begin the week of November 9, 2026.

Equal Opportunity Employment

Heart of Missouri CASA is an equal opportunity employer. We are committed to hiring individuals based on merit, qualifications, and alignment with our mission to support children and families in foster care.

We welcome applicants from all backgrounds and value a diversity of professional experiences and life journeys — including, but not limited to, experience in foster care, child advocacy, or trauma-informed systems. While such experiences are not required, they help inform compassionate and effective service delivery.

We make all employment decisions without regard to race, color, religion, sex, national origin, age, disability, or any other legally protected status. Our policies adhere to current federal and state employment laws.

If our mission resonates with you and you believe your skills and experiences can make an impact, we encourage you to apply.

The most significant duties have been included in this description. Other duties may be assigned or modified from time to time. The organization retains the right to update this job description as needed to accurately reflect the duties of the position.