

Volunteer Recruitment & Outreach Coordinator

Court Appointed Special Advocates (CASA) of Brown County

Full-time | Green Bay, Wisconsin

Our Mission

We empower children, youth, and young adults who have experienced abuse or neglect by partnering with volunteers to provide court-appointed advocacy and supportive mentoring that leads to lasting, positive change.

Our Vision

A community where those impacted by the child welfare system feel safe, valued, and able to thrive.

Our Values

Adaptability • Collaboration • Integrity • Quality • Respect • Service • Stewardship

Position Summary

The Volunteer Recruitment & Outreach Coordinator is responsible for building and maintaining a strong pipeline of prospective volunteers while expanding CASA's presence throughout the community. This role leads outreach initiatives that raise awareness of our mission and inspire individuals to serve as CASA Volunteer Advocates and Transitional Aged Youth Program Mentors, helping ensure children under court protection have a consistent, caring adult advocating for their best interests.

This position is ideal for a confident communicator and relationship builder with experience in sales, business development, recruitment, or community engagement. This individual is energized by meeting new people, building partnerships, and motivating others to take action.

This role reports to the Director of Programs and plays a key part in transforming community awareness and engagement into meaningful volunteer recruitment and lasting involvement.

The role also requires the ability to thoughtfully assess alignment and readiness, ensuring individuals are not only interested, but well suited for the commitment and responsibility of serving as a CASA volunteer.

Success in this role requires strong communication skills and the ability to build meaningful relationships that lead to volunteer recruitment and sustained engagement.

Key Responsibilities:

Volunteer Recruitment & Pipeline Development

- Develop and implement a proactive recruitment strategy with clear goals and measurable outcomes

- Build, manage, and sustain a strong pipeline of prospective CASA volunteers and mentors
- Track recruitment activity, conversion rates, and trends to inform strategy and improve outcomes
- Maintain and update recruitment materials, correspondence, and database records
- Ensure compliance with National CASA/GAL Association quality standards for volunteer administration

Community Partnerships & Outreach

- Represent CASA of Brown County at community events, volunteer fairs, and presentations to raise awareness and inspire engagement
- Develop and strengthen relationships with businesses, higher education institutions, faith communities, and civic organizations
- Identify and secure new outreach opportunities to expand CASA's presence across Brown County
- Collaborate with staff and leadership to align outreach efforts with program needs and volunteer capacity

Engagement & Conversion

- Serve as the primary point of contact for prospective volunteers
- Provide a welcoming, informative, and inspiring experience from first connection through onboarding
- Maintain consistent and timely follow-up communication to move individuals from interest to commitment
- Guide prospective volunteers through a thoughtful engagement process that assesses readiness, alignment, and long-term commitment to the role
- Build meaningful relationships that support long-term volunteer engagement and retention

Screening & Onboarding

- Lead the volunteer screening process, including interviews, reference checks, and background screenings
- Ensure a positive, professional, and thoughtful experience for all applicants while maintaining high standards for volunteer readiness and program fit
- Maintain accurate and timely documentation in the program database to support compliance and readiness

Volunteer Engagement

- Partner with the program team to support volunteer training efforts, helping ensure a welcoming, engaging, and well-coordinated onboarding experience
- Coordinate volunteer swearing-in ceremonies and recognition efforts that celebrate impact
- Foster connection and retention through ongoing communication, appreciation, and engagement strategies

Recruitment Coordination & Lead Management

- Collaborate with staff and leadership to ensure recruitment efforts align with program priorities, volunteer capacity, and training timelines
- Serve as the primary point of contact and follow-up for prospective volunteers generated through outreach, events, and organizational connections
- Ensure timely and consistent communication that moves individuals from initial interest to active engagement
- Track and manage outreach leads to ensure no opportunities are missed and relationships are thoughtfully cultivated
- Support organizational outreach and visibility efforts, as appropriate, to strengthen volunteer recruitment

Other Duties

- Perform additional tasks as needed to support team success and organizational priorities
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Qualifications & What You Bring

- Bachelor's degree or equivalent experience
- At least two years of experience in sales, business development, recruitment, community engagement, or a related field, or a combination of education and experience that demonstrates similar skills, with a proven ability to build relationships and motivate others to take action
- Strong communication, presentation, and relationship-building skills
- Confident networker with the ability to build and maintain meaningful community connections
- Highly organized, self-motivated, and goal-oriented with the ability to manage multiple priorities
- Comfortable communicating in both in-person and virtual settings, with the ability to adapt to diverse audiences
- Proficient in Microsoft Office and database systems
- Willingness to work occasional evenings and weekends for community events
- Passion for CASA's mission and commitment to making a lasting impact for children, youth, and young adults

What Success Looks Like

- A consistently growing and engaged pipeline of prospective volunteers
 - Increased conversion from initial interest to trained CASA advocates
 - Consistent follow-up that converts community interest into active volunteers
 - Strong, active partnerships across the community that generate ongoing recruitment opportunities
 - Positive volunteer experience from first contact through onboarding and beyond
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Compensation & Benefits

Hourly rate: \$23.00 – \$26.00 per hour. This is a full-time position with a comprehensive benefits package, including health, dental, vision, retirement match, and generous paid time off.

Why Join CASA of Brown County

At CASA, you will be part of a passionate, purpose-driven team that believes in the power of advocacy, connection, and community. Every day, your work will help ensure that children under court protection have a consistent, caring adult advocating for their best interests.

Work Environment & Requirements

This full-time position is based in Green Bay, Wisconsin and blends in-office coordination with meaningful community engagement. Primarily weekday business hours, with occasional evenings and weekends for community events.

Candidates must be able to pass required background checks and meet CASA program standards.

To Apply:

Please send a cover letter and resume to careers@casabc.org to apply.

CASA of Brown County follows an equal opportunity employment policy, and employs personnel without regard to race, creed, color, religion, national origin, gender, sexual orientation, age, physical or mental disability, veteran status, marital status, or any other consideration made unlawful by federal, state, or local law, ordinance or regulation.