



Big Brothers
of Greater Vancouver

Volunteer Recruitment Officer

Big Brothers of Greater Vancouver (BBGV) offers mentoring programs to at-risk children throughout the Lower Mainland, Sunshine Coast and Sea to Sky Corridor. Funded by a dedicated foundation and clothing donation service, BBGV matches children with volunteer mentors who keep children on the right path. We offer friendship-based programs to both boys and girls. More information can be found at www.bigbrothersvancouver.com.

The Volunteer Recruitment Officer works closely with the rest of the marketing team to primarily recruit volunteers but also generate awareness about the agency and our clothing donation service, all while conveying consistent positive messaging and branding. He/ she assists in the planning and strategizing of marketing and communications planning and implements tactics as per the job description and what is assigned.

Volunteer Recruitment

- Develop new volunteer recruitment strategies considering both program and geographical needs, always considering budget and efficiency
- Implement tactics professionally
- Maintain existing methods that work and massage them for better results
- Participate in the development of presentation resources
- Coordinate and attend off-site volunteer information sessions, corporate presentations and some volunteer fairs

Community Outreach

- Pursue and build relationships with other organizations for the purpose of recruitment
- Liaise with program staff about changing needs in each community and answer them with viable recruitment strategies
- Ensure resource centres are fully stocked with material

Media Relations

- Tell the Big Brothers story by distributing compelling press releases
- Pitch media campaigns and help implement once approved
- Coordinate appearances made by the Speakers' Bureau
- Conduct interviews and write stories about Big and Little Brothers and Moms and submit them to local media
- Pitch stories to reporters for coverage
- Carry out all agency media tracking

Promotional Material

- Write copy for promotional material and liaise with creative agencies
- Design some material in-house incorporating the current brandbook
- Monitor supply of material and instigate the creation of new material
- Responsible for agency signage

start
something



Online Presence

- Help maintain the BBGV website via a backend system
- Regularly update volunteer postings and proactively seek out new online opportunities
- Participate in BBGV's social media discussions
- Contribute to the e-newsletter and its distribution

The candidate will also be asked to fulfill all arising needs of our clothing donations service.

Qualifications:

- Diploma or degree in Communications, Marketing, Public Relations or a related field
- Minimum of three years related work experience
- Proven ability to work both independently and with a team
- Ability to creatively strategize and conceptualize tactics
- Excellent PR writing skills as well as story writing ability
- Comfortable making presentations
- Strong organizational and time management skills
- The willingness to work some evenings and weekends
- Valid BC Drivers License and unlimited access to a vehicle
- Demonstrated abilities using Microsoft Office, Excel, PowerPoint, Word and InDesign

Reporting Relationship:

The Volunteer Recruitment Officer reports to the Marketing and Communications Manager and works closely with the Marketing and Communications Coordinator, as well as the program delivery staff.

How to Apply

Please submit a cover letter and resume to amilby@bbgvf.com. No phone calls please. Kindly include salary expectations and your available start date. Application deadline: Wednesday, December 7, 2011.



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