



March 3, 2021

**Mentor Recruitment Strategist VISTA
Full-time, one-year service term**

ABOUT BIG BROTHERS BIG SISTERS

Big Brothers Big Sisters (BBBS) is the oldest, largest, and most successful youth mentoring organization in the United States. Founded in 1968 and based in Hamilton, Ohio, the mission of BBBS of Butler County is to create and support one-to-one mentoring relationships that ignite the power and promise of youth. Each year, we serve hundreds of at-risk children and youth through our evidence-based mentoring programs.

VISTA ASSIGNMENT SUMMARY

The BBBS Mentor Recruitment Strategist VISTA will increase the capacity of Big Brothers Big Sisters of Butler County to successfully recruit volunteers for youth who are waiting for a mentor. The VISTA member will analyze the agency's current volunteer recruitment processes and activities, as well as engage with existing and prospective volunteers to gain insight into what the agency is doing right and what could be improved. The member's work will culminate in a thorough, concise report that will demonstrate the efficiency and effectiveness of the agency's current methods, and will recommend specific action steps and recruitment strategies that will equip the agency to successfully recruit volunteer mentors for years to come.

This is a full-time (37.5 hours/week) service term lasting one year, beginning June 7, 2021 and concluding June 6, 2022. The VISTA member's service will be based in Hamilton, Ohio and will report to the Vice President of Marketing & Outreach.

POSITION OBJECTIVES

Objective 1: The VISTA member will work with agency staff to determine the efficiency and efficacy of current volunteer recruitment strategies, methods, and processes. This will include examining and evaluating the agency's internal systems and protocols, such as current databases and other mechanisms for collecting and tracking data points about prospective volunteers when they engage with the agency in specific ways. It will also include determining the return on investment (ROI) for individual recruitment activities, events, campaigns, and messaging currently and recently implemented by agency staff. Utilizing quantitative data obtained from this analysis, the VISTA member will develop a clear, concise report detailing the current state of the agency's volunteer recruitment efforts, with recommendations for improvements based on analysis of individual factors. This analysis and report will enable the agency to better understand how its existing processes and

strategies are being utilized, how cost-effective they are, to what extent they either promote or hinder volunteer recruitment, and how these efforts can be improved individually and/or collectively within the agency's existing capacity in order to recruit volunteer mentors for youth in the targeted communities.

Objective 2:

The VISTA member will engage with strategic individuals and groups to gain a broad understanding of how the agency and its volunteer opportunities and processes are perceived by the community the agency endeavors to reach. This will include interviewing current/active volunteer mentors about their experiences when they applied and enrolled in the program, as well as what prompted or motivated them to apply in the first place. It will also include conducting focus groups in the targeted communities comprised of diverse individuals who are not currently affiliated with the agency. These focus group participants will provide their perspectives on the role of the agency in the community, how effective the agency is at carrying out its mission, and what specific activities and/or messaging would prompt or motivate them to volunteer as mentors or recommend that someone they know volunteer. Utilizing the qualitative data and feedback obtained from these activities, the VISTA member will develop a report detailing community perceptions of the agency and its volunteer recruitment strategies. This will provide the agency with a clearer picture of the current volunteer landscape, understand the needs and motivations of current and prospective volunteers, and plan volunteer recruitment activities that are more likely to be successful.

Objective 3:

The VISTA member will increase the agency's visibility and will directly promote the agency's volunteer opportunities in the community by attending public events and meetings with strategic partners. This will include attending monthly chamber of commerce meetings, as well as attending volunteer fairs, recruitment events, workshops, and other public community events in which nonprofit organizations in general, or BBBS of Butler County specifically, are invited to participate. Through these meetings and events, the VISTA member will engage directly with prospective volunteers and potential agency champions who can help to magnify the agency's mission and increase the number of volunteers recruited. The VISTA member will directly recruit volunteer mentors, and they will identify which specific events/meetings are most advantageous for volunteer recruitment. These activities will inform the VISTA member's overall recommendations about the most effective ways to recruit volunteer mentors for youth who are waiting for a mentor. As a result of these efforts, the agency will be better informed and equipped to more efficiently employ staff time and resources going forward.

QUALIFICATIONS

In addition to meeting all requirements to qualify for service as a VISTA member, the following qualifications are sought for the VISTA member:

- Dedication to the BBBS mission and the importance of youth mentoring
- Skill with computer applications and databases, and a passion for improving efficiency
- Ability to compile information from a variety of sources and synthesize that information
- Knowledge of or experience with volunteer recruitment or volunteer management

- Knowledge of or experience with community outreach, particularly in underserved communities
- Excellent written and verbal communication skills
- Comfort with public speaking and leading discussions
- Demonstrated maturity, professionalism, integrity, and sound judgment
- Commitment to diversity, equity, and inclusion
- Access to reliable transportation
- Some college desired, but not required
- Fluency in English required; ability to speak Spanish is a plus

Local candidates who are familiar with Butler County, Ohio, particularly Hamilton and Middletown, are *strongly preferred*.

HOURS, LOCATION, AND BENEFITS

The BBBS Mentor Recruitment Strategist VISTA is a full-time service term (37.5 hours/week) beginning June 7, 2021 and concluding June 6, 2022. It is located in the BBBS office in Hamilton, Ohio. Some remote work may be possible, depending on the status of the pandemic and relevant health and safety recommendations. BBBS offers and requires a flexible schedule, with some evening and weekend hours required. Frequent travel within Butler County is required, particularly in Hamilton and Middletown.

In accordance with benefits outlined by ShareCorps, the VISTA member will receive a living allowance of \$513.94/biweekly. At the end of the service term in June 2022, the VISTA member will have the choice to receive an education award in the amount of \$6,345 or an end-of-term stipend of \$1,800.

BBBS of Butler County will provide mileage reimbursement to the VISTA member for all project-related travel at the rate of \$0.45/mile.

APPLICATION INSTRUCTIONS

Interested applicants **must** apply through the ShareCorps website [utilizing this link](#). Applications will not be accepted by any other means. **The application deadline is May 5, 2021. No phone calls please.**

COMMITMENT TO AN EQUITABLE WORKPLACE

Big Brothers Big Sisters of Butler County is committed to building and nurturing an inclusive, equitable workforce and culture that reflects the diversity of the community we serve. ***Applicants with diverse identities and experiences are strongly encouraged to apply.***

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