



Job Title: Digital Outreach Associate (20 hours/week, working remotely)

Responsible to: Outreach Coordinator

General Function: As an integral member of the Catholic Volunteer Network Recruitment Team, the Digital Outreach Associate will bring creativity, strategy, and innovation to our volunteer outreach efforts. Through various online channels, this individual will grow our engagement with prospective volunteers, CVN member programs, and service partners, including our campus partners. The main goal of this role is to increase awareness about faith-based service opportunities to a broader, more diverse audience.

Time Frame: This is a part-time, short-term position running July through December 2020.

Specific Duties:

General Communications

- In collaboration with the Associate Director and other staff, strengthen CVN's branding and messaging.
- Observe analytics, industry trends, and best practices to enhance the effectiveness of our outreach strategies.
- Assist in communications efforts around CVN programming and events, including the National Conference on Faith-Based Service.

Volunteer Recruitment

- Develop engaging website content and resources for prospective volunteers to assist in their discernment process.
- Represent CVN in online college recruitment events/platforms.
- Develop and employ strategic email marketing campaigns to increase engagement of prospective volunteers.
- Organize webinars, Zoom, and live streaming sessions for prospective volunteers.
- Pursue opportunities to expand our reach to more diverse populations.
- Collaborate with CVN's VOCARE Program Manager to support the development of new Sisters-sponsored programs' recruitment strategy

Social Media Engagement

- Develop regular engaging content to grow our audience and spread the message about faith-based service. Design well-branded graphics to accompany social media posts.
- Share photos, stories, and videos that represent a wide variety of volunteers and service experiences on the CVN blog and social media platforms.
- Engage with volunteer programs, partner organizations, and national movements to increase CVN's presence on social media platforms.

General:

- Participate in regular staff meetings

- Support CVN's mission of enhancing faith-based service opportunities
- Participate in CVN's racial justice and diversity initiatives
- Participate in data gathering and feedback process to measure and evaluate success of Recruitment and Outreach strategy

Requirements:

- Creative written, visual, and oral communication skills. written and oral. Oral and written Spanish language skills are a plus.
- Strong technology skills. Familiarity with WordPress, Canva, and Adobe Creative Suite is a plus. Database management experience also desired.
- Demonstrated success in digital engagement on email marketing and social media.
- Collaborative and team oriented.
- Bachelor's degree or related experience. Professional communications experience a plus.
- Some familiarity with CVN member programs or other national service programs and have a strong belief in the value of faith-based service. Experience with faith-based organizations, the Catholic Church, religious communities, ecumenical approaches to service and justice, discernment, and vocation desired.
- Demonstrated commitment to social justice, particularly in the areas of racial justice and equity.
- Flexible and able to adjust to changing environments.

This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization. Additionally, the job description may be refined in collaboration with the successful candidate, based on his/her skills.

As part of Catholic Volunteer Network's commitment to recruiting and retaining a just and representative work and volunteer force, we encourage people of color and individuals with disabilities to apply. Catholic Volunteer Network is an equal opportunity employer. It is our policy that employees and volunteers should be able to enjoy an environment free from all forms of unlawful discrimination. All decisions regarding recruiting, hiring, promotion, assignment, training, termination, and other terms and conditions of employment or volunteer work will be made without unlawful discrimination on the basis of race, color, national origin, sex, sexual orientation, gender identity or expression, disability, or any other factor that the law protects from employment discrimination.