



Public Relations and Marketing Project Specialist

Freelance/Contract – 15 hours per week

Reports to: The Sioux Falls Area CASA's Executive Director and Its Marketing Committee

Summary:

Sioux Falls Area Court Appointed Special Advocates (CASA) Program seeks to promote and protect the best interests of abused and neglected children through the advocacy efforts of trained community volunteers.

Our CASAs (volunteers) are the heart of the organization and make our mission possible. Without them, we are leaving abused and neglected children in our local community without the advocacy they so desperately need in the court system.

We are seeking a short-term Public Relations and Marketing Project Specialist to drive the planning, marketing and execution of our 2023-2024 Volunteer Recruitment Campaign.

Responsibilities include:

- Planning, marketing and execution of the volunteer recruitment efforts, including proactive outreach to media contacts, donors, and community businesses to coordinate approximately 30 advocacy events
- Coordination and planning of in-person and Zoom events
- Serve as the main point of contact for volunteer recruiting campaign, ensuring good relationships with donors, local businesses and volunteers
- Strategize recruitment tactics, marketing opportunities and event ideas in collaboration with the Sioux Falls CASA marketing committee, Executive Director and board members
- Drive desired outcomes and goals for the volunteer recruitment efforts
- Partner with ad agency to develop collateral and materials as needed
- Additional support as needed.

Requirements:

- Bachelor's Degree in Marketing, Media Relations, Public Relations or Project Management
- 3-5 years of experience working in events, marketing, non-profits, or public relations
- Self-starter who demonstrates initiative in taking on and completing deliverables with minimal direction, while providing guidance and assistance to the marketing committee and Sioux Falls CASA Executive Director
- Excellent communication and interpersonal skills, maintaining positive and productive relationships with media, donors, volunteers, and other key contacts
- Excellent organizational and project management skills
- Ability to take direction and multi-task, ensuring quality control of all deliverables, relationships and events.

Review of applicants will begin immediately and continue until position is filled. Applicants should submit a resume, cover letter, a list of 3 references and salary requirements to: Stacey Tieszen, Executive Director, Sioux Falls Area CASA Program, PO Box 1901, Sioux Falls, SD 57101-1901; or via email to: stacey@siouxfallscasa.org.

Sioux Falls Area CASA is an inclusive, welcoming, and affirming organization committed to ensuring the highest quality advocacy possible for all children and families in the child protection system. We value, celebrate, and actively try to recruit diverse candidates. We are an equal opportunity employer and do not discriminate against any individual, employee, or applicant on the basis of race, national origin, color, creed, sex, age, pregnancy, sexual orientation, genetic information, gender identity, gender expression, disability or veteran status. People of all identities are encouraged to apply.

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