

## Volunteer & Marketing Administrator (TSIC Mentor Coordinator)

### **Organization Description:**

The Education Foundation of Alachua County is a 501(c)3 organization located in Gainesville, FL our mission is to invest in the future of Alachua County Public School Students. The Education Foundation works closely with the Alachua County Public School district to create programming, which meets the needs of students and teachers in Alachua County. Currently, The Education Foundation has 3 main initiatives:

1. Take Stock in Children – A scholarship and mentoring program working with low-income youth
2. Senior Scholarship – A college scholarship program open to all high school seniors in Alachua County
3. Teacher Professional Development – The Education Foundation supports Teacher Professional Development in a variety of ways from Catalyst for Change, a competitive grant program available for teachers and schools awarding \$2,000-\$5,000 per year for innovative projects, to the Collaborative Classroom Project, to supporting the SBAC Professional Development Department.

### **Volunteer & Marketing Administrator Job Overview:**

The Volunteer & Marketing Administrator will be responsible for mentor recruitment, application processing, training, monitoring, mentor communication & retention for Take Stock n Children. This person will also be responsible for entering, quality checking, and maintaining data on students, mentors, alumni, and other required data for the Take Stock in Children program. This person will also be responsible for recruiting and training our volunteer interns. As well as working with The Executive Director and Director of Programs on social media and website management, marketing and PR communications for all of The Education Foundation's programs and special events. This position will also serve as the liaison for the marketing committee of the Foundation's Board.

The major duties and responsibilities of this position include the following

- Work with staff to develop and execute a mentor recruitment plan
- Process new mentor applications
- Ensure that all mentors are matched with students in a timeline manner and that sessions are conducted in accordance with the program standards for one hour each week.
- Collect and report/upload mentor sessions
- Ensure that potential mentors participate in a background check in a timely manner as required by state law.
- Offer comprehensive mentor training that defines roles and responsibilities; clarifies Take Stock in Children mentoring guidelines and expectations; and provides tools and suggested activities
- Execute communication strategies to recruit volunteer mentors
- Communicate regularly with all mentors by phone, email, mailing, surveys, newsletters, flyers, etc.
- Plan and execute mentor appreciation, recognition, retention, and training activities
- Collect, document and report data on Key Performance Indicators, including student data, in the areas of mentor recruitment, participation, application processing, screening, training, matching and session frequency, as well as college and career readiness.
- Collaborate with Take Stock in Children College Success Coaches, school coordinators, and liaisons to develop successful mentor/mentee relationships.
- Monitor mentor participation and communicate with them directly to resolve any issues
- Create additional topic-specific mentor trainings as-needed.
- Ability to implement innovative, creative approaches to mentor recruitment
- Serve as a College Success Coach to middle and high school students
- Ability to track, monitor, and report performance goals
- Developing tailored collateral materials for The Education Foundation of Alachua County (annual report, program rack cards, mentor recruitment materials, etc.)
- Cultivating relationships with local media and distributing press-releases as appropriate
- Working with Education Foundation Board Members to hold regularly scheduled marketing meetings
- Managing marketing and special event intern program
- Creating and managing timely dissemination of TEFAC messaging and information through all social media platforms
- Ensuring all content on TEFAC website is relevant, accurate and effective
- Responsible for recording donations when they arrive at The Education Foundation and issuing a proper receipt.
- Collaborating with Executive Director on creation and delivery of donor stewardship and solicitation efforts.
- Serving as office administrator for purchases

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**Personal Qualifies and Skills Required:**

- Must relate well with others
- Strong written and oral communication skills
- Ability to set and achieve mentor recruitment goals
- Knowledge or understanding of volunteer recruitment approaches
- Ability to implement innovative, creative approaches to mentor recruitment
- Ability to work on multiple tasks
- Ability to track, monitor, and report performance
- Proficiency in working with various computer applications, including, but not limited to Microsoft Word, excel Google Suite, Constant Contact and Canva
- Applicant must have reliable transportation

**Employment Eligibility:**

- All offers of employment at The Education Foundation of Alachua County are contingent upon clear results of a thorough background check as required by federal, state, and local agencies.
- Work Environment: Employees work in classroom, office and school environments and engage in occasional travel to monthly trainings and service activities. The employee is frequently required to stand and sit for extended periods of time.
- Proof of employment eligibility as required by law.
- Proof of any diplomas or degrees indicated as a core qualification.
- Registered sex offenders (or anyone required to register) or individuals convicted of a felony crime are prohibited from employment with Take Stock in Children.
- Two completed reference forms

As an equal opportunity employer, The Education Foundation of Alachua hires without consideration to race, religion, creed, color, national origin, age, gender, sexual orientation, marital status, veteran status, disability, or any other category protected by applicable law.

**Supervisor:** The Education Foundation Director of Programs

**Education:** Bachelor's Degree or equivalent experience

**Compensation:** \$21 - \$23 per hour

**Anyone who is interested should send their cover letter and resume to  
Tia Brock-Paul at [brocktt@gm.sbac.edu](mailto:brocktt@gm.sbac.edu)**