Current

Proposed

**POSITION INFORMATION:**

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| **Employee Name:**  Vacant | **CV Unit:**  Marketing and Member Engagement Department |
| **Classification:**  Senior Projects Analyst | **Working Title:**  Senior Advisor for Recruitment and Member Engagement |
| **Salary:**  $7500.00 - $9764.00 | **Position Number:**  368-655-7016-901 |
| **Work Location:**  400 10th Street, Sacramento, CA 95814 | **Effective Date:**  TBD |

**CALIFORNIA VOLUNTEERS:**

California Volunteers, Office of the Governor is the state office tasked with engaging Californians in service, volunteering, and civic action.

Since 2020, California Volunteers has launched several historic initiatives including Governor Newsom’s California Climate Action Corps, the country’s first statewide climate corps program; the #CaliforniansForAll service initiative launched in response to COVID-19 to establish a volunteer corps to support the state’s response to emergencies and disasters; and Operation Feed California, a volunteer program created to stabilize California food bank operations.

As part of Governor Newsom’s California Comeback Plan, California Volunteers received a nearly $400 million investment in service to expand and create new programs.

Led by the state’s Chief Service Officer, Josh Fryday, California Volunteers is supported by a bipartisan 25-member Commission and a team of experts driven by a mission to empower and mobilize all Californians to volunteer and serve in their communities.

**SCOPE:**

Under the general direction of the Marketing Director, the Senior Advisor for Recruitment and Member Engagement works closely with the California Volunteers Programs Department and Communications and External Affairs Department to recruit highly qualified College Corps, Climate Action Corps, Youth Jobs Corps, and AmeriCorps Members to serve in California communities. The Senior Advisor for Recruitment and Member Engagement is responsible for developing and implementing recruitment outreach strategies to support California Volunteers staff, program partners, and other stakeholders.

**SPECIFIC DUTIES:**

**30%** Develops innovative and measurable processes for identifying and recruiting College Corps, Climate Action Corps, Youth Jobs Corps and AmeriCorps applicants. Maintains a customer relationship management database associated with the Programs Department and host partners’ recruitment and provides recommendations for increasing the effectiveness of recruitment efforts. Cultivates partnerships with entities that can assist California Volunteers in achieving its Member recruitment goals. Maintains an effective customer relationship management system to track and support outreach and engagement with candidates, partners, and events. Develops and plans outreach events and activities to build program awareness and generate candidate leads. Acts as the Senior Advisor to the Chief Service Officer, Chief Deputy Directors, senior and executive leadership, advising on recruitment and member initiatives to support the goals and objectives of the Program Department and California Volunteers.

**25%** Consults and advises to the Marketing Director on a variety of approaches, solutions, and best practices related to marketing of service positions. Collaborates with relevant California Volunteers staff to establish a process for engaging new Members, including the generation and disbursement of welcome letters and branded gear. Collaborates and partners with the Programs Department in developing and refining a comprehensive, culturally rich new member onboarding and training practices to ensure all Members feel connected to California Volunteers and the broader National Service network and culture.

**20%** Manages and directs the day-to-day responsibilities of recruitment staff and any temporary staff by assigning, monitoring, and adjusting employee workload. Develops, coaches, and manages recruitment staff by providing expectations on recruitment and outreach assignments, tasks, desired outcomes, and sets priorities and deadlines utilizing procedures and guidelines to meet goals and objectives.

**15%** Member of the Marketing and Member Engagement leadership team and develops policies, procedures, and guidance documents as they relate to Member recruitment. Designs and leads recruitment events and activities in coordination with Communications and External Affairs Department and Programs Department. Builds and maintains a work environment that supports the principles of diversity and inclusion and supports the establishment of a positive work environment through staff communication opportunities and fostering a team approach within the Marketing and Member Engagement Department and California Volunteers.

**10%** Participates in staff meetings, attend trainings, provides work status reports, handles special projects, serves on inter-agency working groups, and performs other duties as assigned. To support department initiatives, this position may require 10% of travel locally and statewide.

**SUPERVISION RECEIVED AND EXERCISED:**

The Senior Advisor for Recruitment and Member Engagement reports directly and receives the majority of assignments from the Marketing Director; however, direction and assignments may also come from senior leadership or executive team members.

**WORK WEEK GROUPS:**

**This is an “Exempt” position that is served at the pleasure of the Governor.** Incumbentsa part of Work Week Group 2, i.e., Office Tech, Junior Staff Analyst, Assistant IPA, Associate IPA. Overtime for employees in these classes are not eligible for exemption under Section 7K of the Fair Labor Standards Act (FLSA), as defined all hours worked in excess of 40 hours in a period of 168 hours or seven consecutive 24-hour periods.

Incumbents a part of Work Week Group “E”, i.e., Staff IPA, Senior IPA, Senior Projects Analyst, Senior Advisor, Assistant to the Governor, Senior Assistant to the Governor. In included classes that are exempted from coverage under the FLSA because of the “white-collar” (administrative, executive, professional) exemptions. To be eligible for this exemption a position must meet both the “salary basis” and the “duties” test. There are seven WWGs; however, only 2 apply to Office of Planning and Research employees, WWG2 and WWGE.

**DIVERSITY, EQUITY, AND INCLUSION:**

This position helps to create a work environment that celebrates diverse backgrounds, cultures, and personal experiences. Support our organizational equity goals in your day-to-day work regardless of where you are located within the organization.

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**I have read and understand the duties listed above and can perform these duties with or without reasonable accommodation. (If you believe reasonable accommodation is necessary, discuss your concerns with your hiring supervisor. If unsure of a need for reasonable accommodation, inform your hiring supervisor, who will discuss your concerns with the Personnel Office.)**

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**Employee Signature Date**

**I have discussed the duties of this position with and have provided a copy of this duty statement to the employee named above.**

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**Supervisor Signature Date**