

**Position:** Brand Ambassador of Youth and Family Recruitment



**FLSA Classification:** Exempt

**Interim Reporting Relationship:** Chief Executive Officer

**ABOUT BIG BROTHERS BIG SISTERS OF METRO CHICAGO (BBBSMC):**

**BBBSMC'S Mission** is to create and support one-to-one mentoring relationships that ignite the power and promise of youth.

**BBBSMC'S Vision** is that all youth achieve their full potential.

BBBSMC is an affiliate of the oldest, most respected mentoring organization in the US. BBBSMC is a professionally managed, mission driven, performance-based organization providing high quality, safe and impactful 1:1 mentoring services to over 2,200 children/families across four counties in Metro Chicago: Cook, DuPage and Lake Counties in Illinois and NW Indiana.

As Metro Chicago and Northwest Indiana's largest donor and volunteer supported mentoring network, BBBSMC makes meaningful, monitored matches between adult volunteers ("Bigs") and children ("Littles") from age seven through high school graduation. Private corporate, foundation and individual contributions provide 94% of BBBSMC'S revenue base upon which we build programming that meets the needs of each child individually. Our programs are proven to keep kids in school, build positive behaviors and on the path to post-graduate success. Learn more at [www.BBBSCHGO.org](http://www.BBBSCHGO.org).

**BBBSChi's Core Value** is a deep belief that Justice, Equity, Diversity and Inclusion is paramount and fundamental to BBBSChi's success. We all work to build and maintain an inclusive and equitable work environment for our staff, volunteers, and program participants. It is our belief that every staff member should embrace JEDI principles in the decision-making process. Therefore, we fully expect the ideal candidate will carry out their function with these core values in mind and treat everyone respectfully, fairly and equitably.

**Brand Ambassador of Youth and Family Recruitment Position Summary:**

The Brand Ambassador of Youth and Family Recruitment will create and generate new contacts by sharing, representing, and promoting the BBBS brand and mission. In partnership with the Brand Manager and program leadership, the Brand Ambassador of Youth and Family Recruitment will develop and implement short and long- term recruitment plans for targeting youth to ensure an optimal balance of geographic and demographic factors. This position is responsible for providing excellent customer service through living the mission of BBBSMC with every interaction and will work closely with multiple departments to achieve maximum representation. The incumbent is responsible for driving inquiries in areas based on need according to the agency's operating plan.

The Brand Ambassador of Youth and Family Recruitment requires flexibility, adaptation, and excellent networking and listening skills in a fast-paced environment that is focused on growth, relationships and inclusion.

## **Supervisory Responsibilities:**

This position has no supervisory responsibility.

## **Responsibilities:**

The Brand Ambassador of Youth and Family Recruitment is responsible for securing youth participation and community partnerships through community cultivation, leadgeneration and follow-up.

- Plan, implement and attend representation meetings with the purpose of networking and recruiting new youth and families
- Responsible for maintaining an existing portfolio of partnerships as well as networking to generate new contacts for the sole purpose of recruiting youth to fulfill agency program goals.
- Plan and execute multiple youth recruitment event(s) that include community outreach efforts to identify youth leads. BBBSChi expects BAs to achieve annual and monthly targets set by BBBSChi management team which will be communicated at the beginning of the role.
- Support volunteer recruitment efforts when necessary.
- Actively pursue opportunities to engage with community groups, individuals and youth populated organizations that result in increased youth participation.
- Track events and participant numbers in Matchforce in a timely fashion
- Represent and promote the organization at a variety of events throughout the Greater Chicagoland area to obtain new leads and contacts.
- Promote and assist with diversity and inclusion efforts for the organization.
- Provide exceptional customer service to all internal and external customers.
- Work closely with all departments to ensure the agency is consistently represented by engaging in the following: attending community and organizational meetings and fairs, lead corporate lunch and learns, tabling at events to interact with the public, take 1-1 meetings with individuals who want to learn more about the organization.
- Network, build rapport and positive relationships with all external and internal customers and partners to recruit and retain contacts and grow partnership opportunities including schools, youth organizations, local businesses, association memberships, and agency events, chambers, diversity focused affinity groups, etc.
- Assist with the development and design of marketing strategies and collateral, including digital/social recruitment campaigns, registration websites, social media content and assets, and A/V presentations
- Responsible for tracking the latest trends affecting our community, including diversity, equity and inclusion, fundraising, and youth recruitment
- Maintain a positive image of the brand at all times
- Flexible to work nights and weekends as needed
- Additional duties as assigned

## Skills and Qualifications:

### Required:

- A belief in the Mission and Vision of BBBS
- Bachelor's degree
- Traditional grassroots marketing experience with existing ties to community organizations
- Knowledge of digital/social media marketing tactics and the ability to drive brand awareness through our digital channels
- Excellent written and verbal communication skills including the ability to talk and write with confidence and competence for a wide variety of audiences
- Excellent public speaking ability
- Ability to create and implement recruitment strategies for youth
- Ability to adapt to virtual recruitment, demonstrates proficiency in digital engagement platforms (i.e. Zoom) and the ability to create compelling, effective online presentations
- Motivated self-starter with the ability to work both independently and on a team
- Excellent organizational, customer service and interpersonal skills are a must

### Preferred:

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- Bachelor's degree in communications, marketing or a related field preferred
- Minimum 2 years' recruitment experience in community organizing or nonprofit volunteer engagement preferred
- Experience in nonprofit preferred
- Experience working with diversity and inclusion initiatives preferred

### Work Environment:

This position operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, etc. There is an expectation to work in office **a minimum** of two days per week.

**To apply**, please forward your resume, cover letter and salary requirements to:

[BBBS Career Page](#)

Big Brothers Big Sisters of Metropolitan Chicago  
Attn: Human Resources  
560 W. Lake St., 5th Floor  
Chicago, IL 60661

**BBBS is an Equal Employment Opportunity Employer**



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