



CHESTERFIELD CASA

Community Engagement Coordinator

Reports To: Executive Director

Status: Exempt, Full-Time

Salary Range: \$50,000–\$55,000

Location: Hybrid — Greater Richmond, VA

Schedule: Monday–Friday; occasional evenings and weekends for events and outreach

About Chesterfield CASA

Chesterfield CASA (Court Appointed Special Advocates) is a standalone nonprofit dedicated to advocating for the best interests of children who have experienced abuse or neglect in the juvenile justice and child welfare systems. We serve Chesterfield County and Colonial Heights, supporting approximately 150 children each year through the work of trained volunteer advocates. We are a small, mission-driven team committed to the belief that every child deserves a safe, stable, and permanent home.

Position Overview

The Community Engagement Coordinator plays a vital role in advancing the visibility and impact of Chesterfield CASA. This position is central to building and strengthening relationships with our stakeholders, including volunteers, donors, corporate sponsors, and community partners. This team member works directly on marketing, recruitment, community engagement, and fundraising efforts. The ideal candidate is an excellent writer and communicator with a passion for storytelling and community engagement.

Key Responsibilities

Communication & Outreach

- Coordinate and schedule communications across various platforms, including newsletters, impact reports, press releases, and printed materials.
- Represent Chesterfield CASA at networking and community events by speaking with the public to promote volunteerism and advocacy, and managing tabling opportunities.
- Support broader outreach efforts by maintaining consistent and compelling messaging across all channels.
- Coordinate Giving Tuesday and donor acknowledgement campaigns.

Volunteer Recruitment & Retention

- Serve as an initial point of contact for prospective volunteers, guiding them through the inquiry process.
- Maintain a tracking system for prospective volunteers, logging interactions and follow-up steps.
- Plan and communicate volunteer information sessions and ensure training calendars are current on the website.
- Onboard, mentor, and manage office volunteers and marketing interns.

- Develop volunteer recognition communications, including anniversary and birthday outreach and appreciation initiatives.
- Assist in planning the annual mandatory training event for volunteers and the annual volunteer recognition event.

Content Creation & Campaign Support

- Assist with the planning and execution of campaigns that raise awareness, highlight program impact, and support fundraising initiatives.
- Develop digital and print content, including promotional materials, annual report, end-of-year letters, impact stories, event flyers, and campaign collateral.

Social Media Management & Website Maintenance

- Design, schedule, and respond to content across Chesterfield CASA's social media platforms, including Facebook, Instagram, LinkedIn, and TikTok, and ensure a consistent and engaging online presence.
- Monitor performance metrics, track engagement, and adapt strategies to grow reach, engagement, and visibility.
- Regularly update the WordPress website to ensure content accuracy, event visibility, and a user-friendly experience.
- Collaborate with staff to keep program and volunteer information current.

Fundraising and Event Support

- Implement marketing campaigns and solicitations for events and raffles.
- Support the planning and coordinate logistics for fundraising events, community outreach efforts, and internal meetings, including venue booking, vendor management, registrations, and securing in-kind or monetary donations.
- Serve as the point person during events to ensure smooth execution and positive community experiences.
- Oversee day of logistics, manage event volunteers, and troubleshoot event-day issues.
- Maintain up-to-date donor records using donor management system (DMS) tools.
- Assist in developing content and strategies to cultivate and retain donors.

Media Relations

- Cultivate relationships with media professionals and influencers to enhance public relations efforts.
- Draft and distribute press releases for key events and organizational milestones.

Additional Responsibilities

- *Attend staff meetings and review monthly dashboard reports to adjust strategies and priorities.*
- Foster connections with other nonprofits and community organizations for potential collaborations.
- Support general administrative tasks and assist with projects as needed.

Note: This job description indicates in general terms the type and level of work performed and responsibilities held by the position. Duties described are not to be interpreted as all-inclusive

Qualifications

Required

- Associate degree and two years of relevant work experience, or equivalent, in communications, marketing, public relations, nonprofit management, or a related field.
- Strong understanding and skills in digital marketing, photography, video editing, content design, and communications.
- Exceptional written and verbal communication skills, with the ability to craft clear, mission-driven messaging.
- Strong organizational and project management skills, with the ability to manage multiple priorities and meet deadlines.
- Ability to leverage storytelling to build and maintain community relationships.
- Proficiency in social media platforms (Facebook, Instagram, LinkedIn, YouTube, TikTok, Pinterest), email marketing platforms, and content management systems (Buffer, CANVA).
- Experience with donor management systems such as Bonterra or Bloomerang.
- Familiarity with website content management systems, such as WordPress.
- Ability to work both independently and collaboratively in a hybrid team environment.
- Availability for occasional evening and weekend work to support events and outreach.
- Successful completion of a criminal background check is required prior to employment.
- Must possess and maintain a valid Virginia driver's license and reliable transportation; local travel within the Chesterfield area and surrounding communities is required for meetings, court appearances, trainings, and community engagement activities.
- Passion for community engagement, advocacy, and child welfare.

Compensation

Salary Range

\$50,000 – \$55,000 annually, commensurate with experience

Benefits

- Medical, Dental, and Vision Insurance
- Life Insurance
- Short- & Long-Term Disability
- Paid PTO and Holidays
- Simple IRA Retirement Plan with Employer Matching
- Hybrid work schedule

How to Apply

To be considered, please email your resume and cover letter to admin@chesterfieldcasa.org by Sunday, July 19, 2026.

Equal Opportunity Statement

Chesterfield CASA provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, marital status, or any other characteristic protected by law.