

## Fairfax Court Appointed Special Advocates, Inc. Position Description

We are in search of a dynamic, thoughtful, and persistent individual who is passionate about changing the lives of children in the abuse and neglect system. **CANDIDATES MUST SUBMIT A COVER LETTER WITH SALARY REQUIREMENTS, AS WELL AS A CURRENT RESUME TO BE CONSIDERED.** *Fairfax CASA is focused on equality and believes deeply in diversity and the fascinating characteristics that make us different. It is the policy of Fairfax CASA to provide equal employment opportunity to all applicants and employees, without regard to race, color, sex, gender identity, age, religion, national origin, disability, marital status or veteran status.*

**POSITION TITLE:** Communications, Events and Fundraising Specialist  
**EMPLOYMENT STATUS:** Full-Time, Salaried Exempt (Hybrid position in office/work-from-home)  
**REPORTS TO:** Executive Director and Finance Manager

### **JOB SUMMARY**

Supports a wide range of communication, marketing, and development activities, including planning and executing fundraising events such as the annual race, coordinating volunteer events, and managing website. Responsibilities also include creating and publishing social media content, preparing newsletters, and assisting with program-related tasks as needed. Key focus areas include content creation and social media strategy, website management, and a proactive, self-driven approach to responsibilities. The ideal candidate is a motivated go-getter with the ability to juggle multiple projects simultaneously, adapt to shifting priorities, and thrive in a fast-paced, dynamic office that supports volunteers advocating for abused children.

### **DUTIES & ESSENTIAL JOB FUNCTIONS**

#### **Communications/Social Media (50%):**

- Conduct research on child welfare trends and topics to develop a strategic social media plan that aligns with the organization's key events, news, and developments, creating engaging, data-driven content such as graphics, infographics, and videos that enhance the success of online campaigns across all platforms.
- Manage and monitor all social media accounts, promptly responding to inquiries, comments, and messages in a professional and engaging manner.
- Assist with the development, production coordination and publication of communications—including quarterly newsletter, monthly briefs and blog posts.
- Manage distribution lists.
- Maintain and update websites using WordPress, including performing weekly plug-in updates and ensuring all links and submission forms are functional and current. Manage content by posting blog articles, events, and calendar updates. Collaborate with the website developer/host to address and implement changes beyond in-house capabilities.
- Work closely with team members to assist with communications related to all recruitment efforts, volunteer engagement, annual appeals, and online donation events.

#### **Fundraising and Events (35%):**

- Identify and cultivate partnerships with local businesses and organizations to support fundraising and awareness initiatives, including organizing monthly events such as restaurant collaborations where a percentage of sales is donated to the organization. Manage all aspects of event planning, from logistics and sponsorship development to volunteer coordination and marketing, ensuring

successful execution and strong community engagement, while tracking performance and serve as the primary liaison with community partners, fostering clear communication and lasting relationships.

- Serve as lead coordinator for annual race event. Responsibilities include planning and executing all aspects of the event, managing sponsorship recruitment, spearheading participant outreach efforts, developing and implementing advertising strategies, and serving as the primary point of contact and representative for the organization.
- Manage Light of Hope volunteer appreciation event by recruiting sponsorships and speakers, working directly with venue, sending all invitations/tracking RSVPs, coordinating vendors and setting up and breaking down event, as well as day-of coordination of event.
- Manage the production, mailing, email distribution and social media postings of the Annual Appeal message created by Executive Director.
- Attend workplace giving events, community partner events and other opportunities in community as representative of organization.
- Work with Executive Director on grant applications as needed. Grant writing and report writing a plus.
- Attend and assist with all other events as needed in the community

#### **Administrative (15%):**

- When in office, act as point person for each visitor to the office, answering phones, transferring calls, returning calls and general inquiry emails as needed.
- File all relevant documents as needed, distribute mail.
- Order office supplies and food for events.

#### **Other**

Assist supervisors and staff as needed. Provide office coverage as needed. Perform any other duties as requested.

#### **QUALIFICATIONS, SKILLS & ATTRIBUTES**

- 2+ years work experience (or the equivalent), preferably in non-profit sector
- BA/BS degree required.
- Ability to multi-task, prioritize, pivot and meet deadlines.
- Self-motivated.
- Demonstration of **strong** writing and oral communications skills required.
- Experience, understanding and mastery of WordPress.
- Expertise in Word, Excel, Google applications, understanding of online databases and strong computer skills. Must be familiar with and able to complete mail merge.
- Experience, understanding and mastery of social media platforms, such as LinkedIn, Facebook and Instagram.
- Outgoing and people-oriented position.
- Data entry.

#### **Conditions of Employment**

- Pass all background checks required by the CASA program prior to hiring.