



Charles County **Volunteer Firemen's Association, Inc.**

Post Office Box #21, La Plata, Maryland 20646

Recruitment and Retention Coordinator **Charles County Volunteer Firemen's Association, Inc.** **Contractor**

Job Summary: Performs public relations and administrative duties to promote and facilitate a comprehensive recruitment and retention program for Charles County Volunteer Firemen's Association and its member departments. Work involves communicating and administering recruitment and retention programs and requires a self-motivated individual with the ability to pay attention to detail. The work requires considerable experience in public relations. The position reports to the Fire Coordinator and maintains a direct working relationship with the volunteer firemen's association including its officers and committees. Performs other duties as assigned.

Essential Functions:

1. Coordinates efforts and advises the volunteer firemen's association with the further development and implementation of all recruitment and retention programs. Maintains all program documents and official policies.
2. Works in conjunction with the high school cadet program coordinator to recruit high school students into the cadet program using all resources available.
3. Maintains a database on public responses to recruitment efforts and coordinating with the volunteer departments. Review response logs and other data to determine recruitment priorities.
4. Promotes the need for volunteers with local fire department representatives by participation in public relations activities, including speaking to local groups, churches, businesses, and organizations, as well as print media, radio, and television announcements.
5. Will develop a mentor program which may be adopted by county volunteer fire departments to ensure all new recruits are given guidance and support, which in return will increase retention of volunteers.
6. Will serve as centralized point of contact for volunteer fire recruitment for interested citizens needing information and work with the volunteer departments contacts to assure that potential members receive all information regarding volunteer requirements and following up with those individuals and departments to ensure recruitments efforts are met.
7. Attends the bi-monthly meetings of the Charles County Volunteer Firemen's Association and other meetings as appropriate.
8. Utilize new and existing technology to solicit and communicate with potential new volunteers. Examples include but are not limited to, dedicated phone line, website, Face book, Twitter, and any other social media outlets.

9. Reviews and investigates strategies to increase the overall diversity of minority volunteers, to ensure that recruitment processes are free from discrimination of race, religion, gender, or political belief.
 10. Coordinates and attends promotional and recruitment related events.
 11. Conducts exit interviews, analyzes data, and makes recommendations as necessary and improves retention efforts.
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Secondary Functions:

1. Increase professional knowledge by attending workshops, conferences etc.
 2. May be required to work beyond normal scheduled hours.
 3. May be required to work evenings and weekends.
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Required Knowledge, Skills, and Abilities:

1. Thorough knowledge of the Volunteer Fire/Emergency Services in Charles County.
 2. Ability to act as professional representative of Charles County Volunteers.
 3. Ability to keep the fire association president or their designee informed of all major issues and programs and to recommend changes as appropriate.
 4. Ability to establish and maintain effective working relationships with county officials, and representatives from other agencies including fire services and the public.
 5. Knowledge of electronic resources, including internet and database retrieval.
 6. Communicate effectively in both oral presentation and in writing.
 7. Ability to multitask, Microsoft Office, Adobe, knowledge of marketing platforms.
 8. Recruitment experience strongly preferred.
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Education and Experience:

1. Associate degree in public relations, business, communications, marketing or a related field. May substitute three years of related experience for the educational requirement.
 2. Problem solving: The ability to troubleshoot technical issues related to content display, formatting, and plugins is valuable.
 3. Social Media Integration: knowledge of how to integrate social media platforms and share content effectively is often required.
 4. Pertinent volunteer and or part-time experience will be considered.
 5. Experience with membership tracking software such as HubSpot, FreshSales, Zoho or similar platform preferred.
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Physical and Environmental Conditions:

Work requires no unusual demand for physical effort.

Work environment involves everyday risks or discomforts which require normal safety precautions typical of such places as offices or meeting rooms, i.e., use of safe workplace practices with office equipment, and/or avoidance of trips and falls.

The above job description is not intended as, nor should it be construed to be exhaustive of all responsibilities, skill, efforts, or working conditions associated with this job.

Reasonable accommodation may be made to enable qualified individuals with disabilities to perform the essential functions of this job.

Salary and Fringe Benefits:

This is a grant-funded full-time position supported by a US DHS FEMA SAFER-Staffing for Adequate Fire and Emergency Response grant awarded to the Charles County Volunteer Firemen’s Association with the annual salary of \$64,257.00.

13 paid County Holidays

The Selection Process:

To apply, interested candidates should forward a cover letter, resume, and references to smithb@ccvfireems.org. No phone calls please.

Deadline for submission is 5:00 PM on NOVEMBER 30, 2023