



JOB TITLE: Recruitment and Retention Specialist

REPORTS TO: Director of Foster Care Services

REQUIREMENTS: BA degree in human services or Marketing & Communication, Master's Degree preferred, with strong organizational and public speaking skills. Two or more year's work experience in foster care social services preferred.

JOB DESCRIPTION:

The Recruitment and Retention Specialist is responsible for coordinating recruitment efforts to secure foster parents for children needing services through Bloom's foster care program. Under the supervision of the Foster Care Program Director, this individual will develop and implement a comprehensive foster parent recruitment and retention program, follow up with prospective foster parents as they navigate the licensing process, and execute a robust calendar of foster parent retention activities.

GOALS AND OBJECTIVES:

- Increase the number of families expressing an interest in foster parenting through Bloom by developing and implementing a targeted recruitment campaign.
- Orient interested foster parents on current referral trends and needs within the foster care system of Georgia.
- Increase the number of foster parents retained by Bloom each year by developing ongoing events and supports for Bloom foster families.

PRIMARY RESPONSIBILITIES:

Foster Parent Recruitment

- Utilizes a multi-systemic approach to recruit foster families including, but not limited to: print ads, social media, radio ads, and presentations in the community and surrounding areas.
- Pursues leads and inquiries from parties interested in becoming foster parents using phone, email, direct contact, and mail.
- Responsible for immediate follow-up to all inquiries from prospective foster parents.
- Serves as key liaison with the community and with other organizations, attending events and community meetings. This includes relationship building with current & prospective foster parents, local businesses, news media, churches, community volunteers and leaders.
- Coordinate, plan, schedule, facilitate or oversee speaking engagements at community/civic organizations as needed. Coordinate exhibits and special events.

Identify, coordinate and participate in recruitment opportunities such as foster parent/child welfare conferences, trainings, and community events.

- Ensures that recruitment brochures, Power Point Presentations, videos and other recruitment materials are up-to-date.
- Manages marketing/sales/public relations budget with guidelines.
- Collaborates with the Licensing Specialist on timing of marketing efforts to coordinate with IMPACT/NTDC training dates.
- Continually evaluates and tracks the successes of recruitment and retention efforts in writing and makes modifications as necessary.
- Conducts all prospective foster parent orientations and ensures that inquiry data is entered into the GA SCORE and Childtrax databases.
- Ensures that initial background clearance checks for all prospective and transfer foster parents, to include CPS and prior service reference checks, are performed.
- Responsible for scheduling all pre-licensing foster home initial walkthrough inspections.

Foster Parent Retention

- Creates and implements a calendar of regular foster parent appreciation and foster child support activities such as monthly date nights, recognition and awards, Christmas Angel Tree, etc.
- Plans and executes a yearly calendar of foster family networking and retention events such as annual picnic, Christmas party, Back-to-school event, etc.
- Serves as the agency coordinator of special field trips through the VSA organization and other donors.
- Brainstorms and implements innovative ideas to enhance foster family support and opportunities for foster families to network with each other such as quarterly networking events, a Facebook page for Bloom foster parents, etc.
- Responsible for facilitating Welcome visits for all newly licensed foster parents.
- Enhances communication with families by coordinating with Marketing Director on monthly E-Blasts.
- Other duties as assigned including assisting in the completion of initial home assessments as needed.

GENERAL EXPECTATIONS: This is a full-time position (at least 40 hours per week) requiring flexibility of schedule. Some weekends and nights required. Travel throughout metro Atlanta area, Fayette County, and surrounding areas. Ability to work from home 25% of the time. Salary range: \$45K-\$55K.

Competitive Employee Benefits Package includes:

1. Comprehensive Medical Insurance with United Healthcare
2. SEP Retirement Plan
3. Employer Paid Life Insurance
4. Supplemental Dental and Vision
5. Mileage Reimbursement at Federal rate

