



Connecting Students & Volunteers  
for Results that Count

## Job Description: Volunteer Recruiter, Program Coordinator

**Volunteer Recruiter, Program Coordinator:** Full Time • Charlotte, NC •

Start date to be set for as soon as possible.

### **About the Organization: Heart Math Tutoring (“Heart Tutoring”)**

Heart Tutoring recruits and supports volunteers as tutors in high-poverty elementary schools with a mission of ensuring that all elementary students develop the strong foundation in math and enthusiasm for academics needed for long-term success. Almost sixty percent of economically disadvantaged students in Charlotte are not performing on grade level in math. Volunteer tutors are a powerful resource for addressing this, if given the right tools and support.

The program became a 501c3 nonprofit in July 2014 and supported 1,080 volunteer tutors across 22 school sites in Charlotte, NC in the most recent program year. To date, 98% of Heart Tutoring students have met program growth goals in math, and ~90% of teachers report that students show an increase in enthusiasm and/or confidence towards academics as a result of the program. Visit [hearttutoring.org](http://hearttutoring.org) for more information.

We believe the program model is a good fit for up to 35-40 Charlotte schools and would be effective in other geographies. We are excited to add a new member to the team as the organization enters its next phases!

### **About the Role: Project Manager, Volunteer Recruitment**

In its first six years of operation, partner organizations and individuals have generously come together to provide volunteer-delivered tutoring to over 1,000 students across 22 school sites in the most recent year. Additional support is needed to recruit enough tutors to meet the need in schools.

The *Volunteer Recruiter* role will focus on recruiting tutors through outreach to organizations and individuals and on community networking opportunities. This role will also support communications and volunteer-related events. 100% of time will be focused on volunteer recruitment during the summer, and time will be split between Program Coordinator work and Volunteer Recruitment during the program year.

### **Job Responsibilities:**

- Set and achieve monthly and weekly recruitment outreach goals for yourself, adjusting goals and actions to achieve a conversion rate that enables 95% fill rate throughout the year.
- Meet individual goals (TBD) during recruitment season that support the collective goal of having 100% of tutors needed to support 1,300.
- Recruit New Tutors - Identify leads, make asks, and build relationships to recruit tutors for students.
- Identify, make pitches, and build relationships with organizations that partner with Heart to provide volunteer tutors.
- Provide visibility in the community for Heart Tutoring by joining assigned membership and networking groups (E.g. Mint Hill Chamber, LACC, SHARE Charlotte) and attending meetings
- Work with teammates in dual coverage models for organization outreach.
- Provide communications and behind-the-scenes support for volunteer recruitment, as needed, including website management and email marketing.

- Support volunteer-related events and other program needs as assigned/feasible.
- **For a full time role**, serve as a Program Coordinator (18-20 hours per week, mid-August through late May) – job description is posted online.

**Ideal Candidate:**

- Operates with passion and sense of urgency in helping each child reach his/her full potential
- Holds strong belief that all students can learn and ultimately perform at or above grade level
- Values volunteerism
- Excellent technical skills and writing skills suitable for recruitment needs (email correspondence, flyers, pitch decks, distribution lists)
- Able to teach, tailor, and lead others in sales/recruitment environments and has studied (or is willing to study) best practices in sales/recruitment
- Makes a strong, positive impression in networking and social settings. Willing to make asks.
- Track record of learning and adjusting course based on new information, including seeking and incorporating best practices
- Believes in importance of data and attention to detail and is highly organized and efficient
- Believes that a strong foundation in math is critical to a person's success and opportunities
- Values and exhibits collaboration and teamwork, with internal and external partners
- Desires to work with elementary-aged students
- (preferred) Has experience in a corporate setting or working directly with community relations departments, event planning experience, and strong public Speaking Skills.

**Other Notes:**

Some evening and early morning work may be required based on timing of community networking events, partner organization meetings (e.g., faith groups on weekends), and Heart Tutoring programming. Our strategy is to work collaboratively and proactively to establish a sustainable schedule, responsive to variation in season and priorities, and flexible when possible for remote vs. in-person work. We have a fast-paced environment, and this role is full time, which means to typically expect a ~40 hour work week, flexing to ~45 during busiest seasons.

**To apply:** Submit the following documents to [communications@hearttutoring.org](mailto:communications@hearttutoring.org) as soon as possible.

- Resume – standard format including education, work, and volunteer experience
- Cover letter – standard, 1-page format explaining your interest in the role and why you believe you are a good fit

When submitting, use the subject line, “2019 Volunteer Recruiter Application”, and address correspondence to Emily Gaffney.

**Compensation:** Compensation is commensurate with experience. For a full-time role, compensation includes 90% coverage of healthcare premiums and 3% match on 401k.

**Commitment to Diversity:** Heart Math Tutoring actively engages individuals from all backgrounds. We believe that our differences make our team stronger, and we also know that our students benefit from working with adults from all backgrounds. As an equal opportunity employer, Heart Math Tutoring is committed to providing employment opportunities to all qualified individuals and does not discriminate on the basis of race, color, ethnicity, religion, sex, gender, gender identity and expression, sexual orientation, national origin, disability, age, marital status, veteran status, pregnancy, parental status, genetic information or characteristics, or any other basis prohibited by applicable law.