POSITION DESCRIPTION

Job Title: Volunteer Resource Facilitator

Reports to: Manager of Services

Approved: June 2011

Revised: October 2026

Primary Function

Under the direction of the Manager of Services, the Volunteer Resource Facilitator develops, administers and evaluates Wesway's volunteer services and supports. The role oversees recruitment, selection, orientation, training, placement, retention and recognition to meet agency needs and maximize service effectiveness, in accordance with Wesway's philosophy, policies and procedures, applicable Ministry guidelines and legislation. The role also coordinates community engagement, communications and promotional activities to strengthen awareness of Wesway and build community relationships.

Roles and Responsibilities

Volunteer Services

- Plan, develop, implement and evaluate an annual volunteer recruitment plan and marketing strategy, incorporating targeted outreach, digital communications and community partnerships to secure adequate and appropriate volunteer resources
- Recruit and select service-related volunteers in accordance with applicable legislation, policies and procedures; develop and update volunteer role descriptions as required
- Establish and maintain volunteer orientation, initial task training and ongoing in-service training
- Ensure effective placement processes are in place and coordinate the placement of volunteers in accordance with policies and procedures
- Develop and implement volunteer recognition and retention strategies, including special events, annual recognition and regular contact to support engagement, identify concerns and recognize contributions
- Coordinate the development and review of volunteer policies and procedures
- Assist with special events that use Wesway volunteers (i.e. fundraisers)
- Develop and maintain relationships with post-secondary institutions and other educational partners to promote student placements and volunteer opportunities

Communications and Community Engagement

- Coordinate the development and updating of organizational communications and promotional materials, including brochures, presentations and volunteer recruitment resources, in consultation with relevant staff and the Manager of Services
- Develop and maintain a communications calendar aligned with community engagement and organizational priorities; coordinate and carry out the related activities
- Coordinate website and social media content, ensuring information is accurate, current, accessible and consistent with Wesway's branding and approved messaging
- Gather and develop stories, photographs and other content highlighting caregiver, participant, staff and volunteer experiences and Wesway's impact, ensuring appropriate consent and adherence to privacy and confidentiality requirements
- Build and maintain community partnerships to increase awareness of Wesway and strengthen volunteer recruitment and referral pathways; participate in relevant committees and volunteer associations
- Coordinate and represent Wesway at approved community events, volunteer recruitment fairs and outreach activities to promote services and volunteer opportunities, in consultation with the Manager of Services and other staff

Agency Responsibilities

- Monitor trends, demographics and resources related to volunteerism and apply this knowledge to day-to-day operations; monitor, evaluate and improve volunteer coordination systems and infrastructure
- Keep the Manager of Services informed of important matters affecting the role and provide regular reports
- Provide consultation and training to staff on the appropriate use of volunteers; facilitate communication and understanding between volunteers and Wesway staff, and develop an internal communication strategy with key stakeholders to connect volunteers to the agency
- Maintain accurate, current volunteer and student records; ensure forms, reports and other documentation are complete, professionally written and submitted within required timelines

Finance and Statistics

- Project, monitor and expend volunteer-related budgets, including promotional strategies associated with the volunteer program
- Prepare quarterly reports; project, track, record and report required statistical data, including communications and community engagement activities and outcomes such as website and social media engagement, outreach, partnership development and resulting volunteer inquiries or referrals
- Use data and feedback to evaluate volunteer recruitment, communications and community engagement efforts and recommend improvements

Personal and Professional Development Responsibilities

- Actively pursue relevant training opportunities related to professional learning needs as identified in the performance review process
- Attend conferences, seminars and workshops related to established professional goals

Other

- Carry out other duties as assigned
- Cover for, and act as a resource to, service-related positions

Qualifications

- University degree or college diploma in a related field from a recognized academic institution, and a minimum of two years of volunteer administration and volunteer experience, or an equivalent combination of education and experience
- Demonstrated advocacy skills and commitment to volunteer services; strong oral and written communication skills, including public relations skills
- Strong organizational, interpersonal, planning and facilitation skills
- Demonstrated ability to coordinate community outreach, events and communication activities
- Demonstrated commitment to human service issues pertaining to people with special needs, family support and community inclusion
- Possess a working knowledge of the applicable legislation necessary to coordinate a volunteer program
- Proficiency in Microsoft 365 and website management
- Must work in compliance with the Ontario Occupational Health and Safety Act and its regulations
- Valid driver’s license and access to a vehicle required
- Ability to work flexible hours, including evenings or weekends, as required
- Successful completion of a Volunteer Management Program is an asset