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| Job Title: | Marketing Communications Specialist |
| Job Type: | Non-Exempt; Full-time |
| Job Rate: | \$28.84 – \$31.25/Hourly |
| Job Location: | Carson |
| Reports to: | VP of Development & Marketing |

Boys & Girls Clubs of Carson’s Mission:

The Boys & Girls Clubs of Carson (BGCC) offers our young people a safe environment where they can have fun and be themselves, dedicated adult mentors who respect and listen to them, and outcome-based programs that empower youth to become lifelong learners.

PRIMARY FUNCTION:

The Marketing Communications Specialist is part of the Development Team, reports to the VP of Development & Marketing, and is responsible for increasing our brand awareness through our online and offline communications and marketing. The Specialist’s responsibilities include creating and developing marketing materials that promotes programs and events, attracts and retains donors and partners, and helps increase community awareness using email distribution, social media platforms, direct mail and posters/flyers. The position requires a high-level of organization, relationship management skills, creativity, attention to detail, and impeccable communication and follow-through.

KEY ROLES (Essential Job Responsibilities):

Donor Cultivation and Stewardship

- Collaborate to drive efforts to maximize revenue growth through donor engagement.
- Coordinate the annual fund and other donor campaigns and events, including mailings, proposals, annual reports, and other donor communication as required.
- Support development and implementation of annual calendar of donor stewardship and cultivation activities and touchpoints, track deadlines and milestones, provide clear reporting on results.
- Attend and provide support for all organizational events.

Marketing

- Develop marketing collateral, including writing copy, taking photographs, collaborating with designers or creating in-house designs, and generating social media posts and emails
- Manage and monitor website and social media pages and address clients’ queries.
- Compose and distribute regular newsletters with organizational updates
- Manage marketing calendar for social media and email activities.
- Monitor social media, website, and email marketing analytics to expand our reach
- Serve as lead for video creation working with videographer, shot lists, timing, scheduling, etc.
- Oversee the creation of promotional and marketing materials, such as swag, clothing, and board gifts.
- Manage email platform and email correspondence (“eblasts”).
- Assist Public Relations efforts as needed.
- Maintain up-to-date files/inventory of all written and electronic promotional materials.
- Support the tracking of marketing expenditures.

Administrative Support

- Maintain, update and distribute critical calendars of activities and due dates for key projects, as directed.
- Provide and maintain reports, lists, data analysis for viable donor prospects, strategies, and track results.

- Assist with coordinating meetings and events, including logistics, ordering food, managing registration, guest lists, and preparing materials, as needed.

ADDITIONAL RESPONSIBILITIES:

- May be asked to participate in special programs and/or events.
- May be required to support in other programs.
- Perform other duties as required.

RELATIONSHIPS:

Internal: Maintains close, daily contact with development department and supervisor to receive/provide information, discuss concerns, explain guidelines/instructions; problem solve; and advise/counsel.

External: Maintains contact with external community groups, schools, members' parents and others.

REQUIRED SKILLS:

- Bachelor's degree or equivalent experience in Marketing, Communications, Public Relations or relevant field.
- Non-profit experience preferred.
- Proficiency in MS Office and Zoom is required.
- Hands-on experience with web content management tools, such as WordPress.
- Knowledge of SEO and Google Analytics.
- Experience with social media marketing campaigns.
- Excellent oral and written communication skills.
- Clear speech and comprehension of oral communication.
- Strong presentation skills.
- Exceptional time management and organizational skills.
- Demonstrates high level of responsibility, reliability, and punctuality.
- Positive, youth-focused, team-oriented individual.
- Demonstrated ability to work collaboratively within a team.
- Ability to follow directions, adapt to challenges, and approach opportunities with a solution-oriented perspective.
- Consistent availability for a twelve-month position, including evening and weekend work as required.
- Reliable transportation for all work-related activities, including evening and weekend engagements.
- Mandatory CPR and First Aid Certifications and TB clearance.
- Must be fully vaccinated for Covid19.
- Valid State Driver's License.

ENVIRONMENT AND WORKING CONDITIONS

Tasks are regularly performed with moderate exposure to environmental conditions such as dirt, dust, pollen, odors, wetness, humidity, rain, fumes, and temperature and noise extremes.

PHYSICAL AND MENTAL REQUIREMENTS

Tasks involve the ability to exert very moderate physical effort in light work, typically involving some combination of standing for long periods of time, stooping, kneeling, crouching and crawling, and which may involve some lifting, carrying, pushing and/or pulling of objects and materials of moderate weight. Must be able to remain in a stationary position on computer for prolonged periods.

DISCLAIMER

The information presented indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, nor to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job.

I have read and agree to carry out the above stated job duties and responsibilities to the best of my ability.

Employee Name, Signature

Date

**VP of Development & Marketing
Name, Signature**

Date