

DESCRIPTION

Position Title: Marketing Coordinator	Classification: as of 10/25/2022 Non-Exempt	Date last revised: 3/21/2024
Department: Marketing, Communications, & JEDI Initiatives	Supervises (currently): N/A	
Reports To: Director, Marketing, Communications & JEDI Initiatives		

Organizational Overview

Big Brothers Big Sisters of Central Indiana works to defend, ignite, and empower the inherent potential of youth through mentoring relationships. Our amazing team members *Put kids first – Show up – Foster relationships – Think big –* and *Celebrate the little things* to power this mission each and every day.

Position Purpose

The purpose of this position is to coordinate the agency’s marketing, media, and brand empowerment efforts and presence – helping to build a visible presence through various platforms, connect BBBSCI to our broader community, and communicate the unique stories that speak to the core of the mission.

Success of this team will be tied to fulfillment of BBBSCI’s 2022-2025 Strategic and Justice, Equity, Diversity, & Inclusion (JEDI) Plan Community Engagement & JEDI Initiatives objectives which include marketing the mission and impact of the organization according to strategic and brand objectives; elevating the rich and diverse stories and voices of program participants; developing a culture and opportunities for ongoing JEDI learning and growth across the organization; creating relationships, collaborations, and presence that expand BBBSCI’s impact; and coordinating marketing efforts to leverage agency influence to advocate for the wellbeing of young people.

Key Competencies

To excel in this role, the Marketing Coordinator will be inclusive, flexible, collaborative, creative, organized, detail-oriented, eager to learn new skills, opportunity-minded, self-motivated, results-driven, energized by a fast-paced environment, able to coordinate multiple projects simultaneously, and motivated to make things happen. Additionally, excellent verbal and written communication and interpersonal skills are a must.

Key Duties

Marketing & Brand Empowerment

- Coordinate and implement marketing, media, and brand empowerment efforts so that BBBSCI is effectively messaging BBBSCI's impact and stories, creating an aligned and positive brand experience, and maximizing stakeholder and prospective stakeholder engagement.
- Participate in the development and implementation of the agency's marketing plan, as well as an agency-wide communications schedule to meet BBBSCI's engagement, fundraising, and service goals.
- Coordinate digital media efforts including, but not limited to, website, social media, digital advertising, SEO, analytics, e-blasts, and blog.
- Coordinate media opportunities, logistics, and relations including, but not limited to, press releases, media outreach, and participant coordination.
- Collaborate with team members across all departments to design and create key agency print and digital collateral materials, advertisements, sponsor recognition, communication pieces, and videos with an emphasis on storytelling, sharing BBBSCI's impact, promoting engagement opportunities, and recognizing stakeholders.
- Manage communication and fulfillment of marketing requests and needs across the agency.
- Assist in stewarding partnerships by coordinating and fulfilling meetings and activities as assigned.
- Lead projects, partnerships, events, initiatives, and campaigns as assigned.
- Coordinate, prepare, and support submission of agency award applications.
- Support Board/volunteer committees as assigned.
- Determine and track metrics to evaluate the success of communications, marketing, awareness, and digital media activities.
- Ensure accurate, consistent, and timely documentation and records in databases according to BBBS Standards and Agency policies & procedures.

JEDI Initiatives

- Support team's JEDI efforts aimed at fostering staff, Board, and program participant learning and engagement; collaborating with partners to propel BBBSCI's JEDI commitment; and representing BBBSCI in spaces that foster JEDI leadership and engagement within community.

General:

- Attend required meetings and events as scheduled.
- Establish and promote positive communication among all team members of BBBSCI to increase collaboration and reduce inefficiencies.
- Represent BBBSCI in a professional manner at all times, providing courteous service to both internal and external constituent and presenting a positive image of BBBSCI.
- Abide by BBBSCI policies and practices.
- Complete other duties as assigned.

Evaluation of Performance

Performance will be evaluated based on meeting the requirements of the job description; meeting performance metrics and other quality indicators established for this position; working effectively in a team environment; and demonstrating the values of Big Brothers Big Sisters of Central Indiana.

Experience, education, degrees, and licenses

- Bachelor's degree preferred.
- Previous work experience in a marketing/communications role.
- Proficiency in Microsoft Office software (Word, Excel, PowerPoint at minimum); Adobe Creative Cloud Suite (preferred) and Canva; social media platforms (Facebook, Twitter, Instagram, LinkedIn, TikTok [bonus]); photography and videography; and ability to learn Salesforce database.
- Will be required to participate in continuing education programs as requested.

Physical demands/Work environment

- Must be able to work proficiently with computers and other office equipment.
- Required to travel approximately 20% of time to represent BBBSCI in the community and meet community members, potential volunteers, partners, donors, vendors, or consultants, as well as attend conferences and other meetings, etc. Travel is generally within Central Indiana.
- Must have reliable transportation. Drivers of privately owned vehicles must have valid driver's license and meet state required automobile insurance minimums.
- Must be able to pass a fingerprint background check consisting of National Sex Offender, Criminal History and driving check.

Acknowledgements

Supervisor: I have reviewed this job description with my employee.

Signature: _____ Date: _____

Employee: I have reviewed this job description with my supervisor and acknowledge receipt.

Signature: _____ Date: _____