

Position Title: Director, Marketing & Outreach	Classification: as of 4/29/2021 Exempt	Date last revised: 4/29/2021
Department: Development & Marketing	Supervises:	
Reports To: CEO	Marketing Coordinator Volunteer Outreach & Engagement Coordinator	

Organizational Overview

We're growing our team to reach more kids! Big Brothers Big Sisters of Central Indiana works to defend, ignite, and empower the inherent potential of youth through one-to-one mentoring relationships. Our amazing team members *Put kids first – Show up – Foster relationships – Thing big – and Celebrate the little things* to power this mission each and every day.

Position Purpose

The purpose of this position is to engage more people and partners in igniting the potential of our community's young people by leading the agency's marketing, public relations, community outreach, and volunteer engagement efforts.

Key Competencies

To excel in this role, the Director, Marketing & Outreach will be strategic, inclusive, collaborative, creative, self-motivated, results-driven, energized by a fast-paced environment, effective at building relationships, motivated to make things happen, able to move multiple priorities forward together, and skilled at crafting compelling messaging and visuals. Additionally, excellent communication and interpersonal skills are a must.

Key Duties

Marketing & Outreach:

- Work with CEO to set marketing and public relations priorities that build the brand, engage volunteers, and support fundraising objectives.
- Coordinate closely with other agency leaders to fulfill organization-wide and intersecting objectives, specifically those related to volunteer engagement and fundraising.
- Lead the development, execution, and evaluation of marketing, public relations, and volunteer engagement strategy and plan.
- Define, promote, and protect the BBBS CI brand both internally and externally.
- Create opportunities that generate media exposure and build awareness.

- Seek and coordinate participation in opportunities for BBBSCI to build visible presence and awareness throughout our service area.
- Develop and manage relationships and partnerships that elevate or develop the brand, further volunteer engagement, and generate cause marketing opportunities.
- Oversee efforts to accomplish monthly volunteer inquiry goals.
- Direct all externally focused messages and communications of the agency with an emphasis on compelling visual presentation, effective storytelling, accuracy, and a focus on engagement – including but not limited to website, social media, print materials, video and photography, e-communications, etc.
- Negotiate contracts with vendors and partners.
- Develop brand management and ambassador competency in staff and establish priority agency messages.
- Provide direction and final approval for development of key agency collateral materials.
- Communicate with and engage the Board and other constituency groups as relevant or requested.
- Coordinate the activation of national initiatives, campaigns, or other partnerships.
- Oversee relevant award opportunities and submissions.
- Ensure accurate, consistent, and timely documentation and records in database according to BBBS Standards and Agency policies & procedures.
- Ensure high-level expertise in applying child safety and risk management knowledge, policies and procedures throughout all aspects of job function.

Leadership/Manager Duties:

- Effectively perform all supervisory functions of hiring, coaching, training, disciplining, and terminating, according to BBBSCI policies. Develop and hold staff accountable to work efficiently and effectively and to achieve individual and team goals while complying with agency policies and national standards of practice. Ensure effective performance management and completion of annual evaluations for staff.
- Lead annual planning and budgeting for function.
- Monitor, analyze, and communicate metrics and results for the department.

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 in marketing, communications, public relations, or related fields.
- At least 4-5 years experience related field.
- At least 1-2 years experience in managing others.
- Proficiency in Microsoft office and Adobe software; ability to learn Raiser's Edge 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 30-50% of time to meet potential donors, partners, vendors or consultants, attend conferences and 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 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: _____