

<b>Position Title: Digital Media Coordinator</b>	<b>Date last revised: 11/18/2021</b>
<b>Department: Marketing + Volunteer Outreach</b>	<b>Classification: as of 11/18/2021 Salary Non-Exempt</b>
<b>Reports To: Director of Marketing + Outreach</b>	<b>Supervises: N/A</b>

### Organizational Overview

Big Brothers Big Sisters of Central Indiana works to defend, ignite, and empower the inherent potential of youth through one-to-one mentoring relationships.

### Position Purpose

To execute the digital media efforts for the agency through strategic campaigns with a focus on recruitment, fundraising, and community partnership development, while actively implementing marketing and social media strategies to initiate the enrollment process with a high level of customer service while strategic positioning the brand in the community.

### Key Competencies

To excel in this role, the Digital Media Coordinator will be an energetic, creative, self-motivated, multi-tasker who can help build community-focused partnerships, coordinate volunteer recruitment campaigns through digital tools, and externally represent the agency through presentations with a goal of recruiting mentors as well as a trusted brand within the community. Must be flexible, focused to meet monthly metrics, and have excellent communication skills.

### Key Responsibilities

#### Communications & Brand Management

- Implement agency marketing strategy to support awareness, development, and marketing goals.
- Collaborate with other departments to plan and communicate marketing priorities.
- Develop and implement an agency-wide communications schedule.
- Oversee development of key agency collateral materials (print and promotional) and communication pieces.
- Design print and electronic pieces and update template pieces created by design partners.
- Manage agency web-based efforts including website, social media, e-news, blog, etc. and incorporating sponsorship/partner recognition requirements.
- Confidently create in-house videos and engaging content for multi-use across platforms.
- Coordinate media opportunities and logistics for events, announcements, etc.
- Manage, prepare, and submit agency award applications as needed, based on annual plan and leadership requests.
- Track metrics to evaluate the success of communications activities.
- Manage projects with partners, communications consultants, and vendors including relationship- building, quote gathering, and effective project management.
- Work with all departments to create and develop content (graphic, video, photography, etc.)
- Maintain knowledge of Big Brothers Big Sisters of America brand and marketing/PR opportunities, and when applicable, activate and incorporate locally.
- Protect and promote the BBBS brand both internally and externally by sharing priority agency messages, managing communications of the agency, and maintaining communications guidelines and tools.

### **Volunteer Outreach Engagement**

- Track metrics to evaluate the success of outreach efforts.
- Represent BBBSCI at presentations, fairs, events, and other opportunities to build awareness for BBBSCI and support volunteer engagement.
- Ensure consistent and timely documentation into Raiser’s Edge for media and marketing vendors, contacts, and other relationships.
- Cultivate and build relationships for media opportunities and community partnerships.

### **General:**

- Attend all-Staff and Department meetings as scheduled.
- Establish and promote positive communication among all team members of BBBSCI to increase collaborations and reduce inefficiencies.
- Represent BBBSCI in a professional manner at all times, providing courteous service to both internal and external constituents and presenting a positive image of BBBSCI.
- Abide by BBBSCI policies and practices.
- 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**

#### **Minimum requirements:**

- Bachelor’s degree with a focus public relations, marketing, or communications.
- Will be required to participate in continuing educations programs as requested.
- Experience in public speaking, communications, and/or sales/marketing preferred.
- Adobe Suite proficiency preferred.
- Previous work experience in a marketing/communications role and graphic design experience required.

### **Physical demands/Work environment**

- Must be able to work proficiently with computers and other office equipment.
- Required to travel approximately 30% of time to meet agency needs, staff booths, attend conferences, meetings, and fairs, etc. Travel is generally within Central Indiana.
- Must be able to work nights and weekends to meet expectations of role.
- Must have reliable transportation. Drivers of privately owned vehicles must have valid driver’s license and meet state-required automobile insurance minimums. May be required to transport clients.
- Must be able to pass a background check consisting of National Sex Offender, Criminal History and driving.

### **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: \_\_\_\_\_

**Human Resources:**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_