

<b>Position Title:</b> Marketing Coordinator	<b>Classification: as of</b> 10/25/2022 Non-Exempt	<b>Date last revised:</b> 10/27/2022
<b>Department:</b> Community Engagement and JEDI Initiatives	<b>Supervises (currently):</b> N/A	
<b>Reports To:</b> Sr. Dr., Community Engagement & 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 manage the agency’s marketing, media, and brand empowerment efforts and presence – helping to build a visible presence through various platforms, connect BBBS CI 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 BBBS CI’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; fostering diverse and robust community engagement; engaging a greater number of and more diverse volunteers; developing a culture and opportunities for ongoing JEDI learning and growth across the organization; creating relationships, collaborations, and presence that expand BBBS CI’s impact; and coordinating 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, detail-oriented, eager to learn new skills, opportunity-minded, optimistic, self-motivated, results-driven, energized by a fast-paced environment, 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.
- Manage media opportunities, logistics, and relations including, but not limited to, press releases, media outreach, and coordination.
- Collaborate with team members and other 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.
- Develop and manage partnerships by coordinating and fulfilling meetings and activities as assigned.
- Lead projects, partnerships, events, initiatives, and campaigns as assigned.
- Coordinate, prepare, and submit 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.

### Community & Volunteer Engagement

- Support team's community and volunteer engagement efforts aimed at being strategically present and engaging within communities through the service area; establishing relevant collaborative opportunities that provide value and create a sense of belonging; and produce the needed number and diversity of volunteer inquiries to support program service goals.

### 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; representing BBBSCI in spaces that foster JEDI leadership and engagement within community; and related advocacy efforts.

### 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, Adobe Creative Cloud Suite, social media platforms (Facebook, Twitter, Instagram, and LinkedIn), and photography and videography; ability to learn Raiser's Edge and Matchforce databases.
- 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% of time to represent BBBSI 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 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: \_\_\_\_\_