



# Big Brothers Big Sisters

Little Moments. Big Magic.™

## JOB DESCRIPTION

<b>Position Title:</b> Manager of Marketing & Communications	<b>Job Code:</b>	<b>Overtime Status:</b> Non-exempt
<b>Department:</b> Development	<b>Location:</b> Southwestern Connecticut	
<b>Reports To:</b> Executive Director	<b>Number of People Supervised:</b> n/a	

### POSITION PURPOSE

Responsible for implementing, sustaining, and evaluating an effective marketing and public relations program that advances the mission of Big Brothers Big Sisters of Southwestern Connecticut. Working closely with the CEO, Board, staff, and consultants, this position addresses needs for external marketing/PR in program, volunteer and youth recruitment, special events, individual donors and for the CEO and Board members.

### Essential Duties And Responsibilities

#### *Planning, Implementation & Evaluation*

- Design and implement communications plan to achieve goals.
- Implement metrics to evaluate the success of communications activities.
- Perform a quarterly review of all communications activities.
- Oversee the communications budget.
- Serve as staff liaison to the Board and support its efforts to meet the agency's communications goals.
- Maintain knowledge of Big Brothers Big Sisters of America marketing opportunities and incorporate into agency plan, when applicable.

#### *Grassroots Marketing & Public Relations*

- Position Big Brothers Big Sisters as the premier youth mentoring organization in southwestern Connecticut.
- Identify unique and cost effective ways for the agency to communicate with its target audiences.
- Explore and implement grassroots marketing efforts (i.e., articles/features in neighborhood or company newsletters, postings in church bulletins).
- Collaborate with staff to implement recognition efforts for donors
- Develop and implement the agency's web-based strategies, including maintenance of agency website, e-news communication, blogs, and other tools as necessary.
- Distribute press releases and secure placement in media outlets for stories, events, etc.
- Oversee development of agency collateral materials including key print pieces and promotional items.
- Position CEO as agency spokesperson and secure external communication opportunities.
- Identify and implement strategies for agency to capitalize on National Mentoring Month (Jan.)

*Special Events:*

Provide support for all special events:

- Definition of needs and event purpose and goals
- Definition and pursuit of potential sponsors, attendees, target audience
- Design and production of supplemental materials needed

To coordinate all aspects of event preparation:

- Securing venue as needed, working with Office Manager and/or Executive Director
- Creating and tracking event costs and budget
- Creating, seeking approval, producing and sending invitations for all events, tracking responses, coordinating with Office Manager
- Creating event timeline and/or agenda

To staff all events, if requested by leadership:

- Acting as first-line trouble shooter at all events
- Greeting attendees, answering questions, actively participating in event as needed

To create and execute follow-up strategy after each event:

- Creating thank you for appropriate representative to host, venue, etc...

Supervise Communications interns and/or staff as needed.

Participate in quarterly goal assessments and annual performance reviews.

Contribute to the fulfillment of the agency's short-term and long-term strategic plan

All other duties as assigned

**EDUCATION & RELATED WORK EXPERIENCE**

**Education Level:**

**(minimum & preferred educational requirements necessary to perform this job successfully)**

Minimum - Bachelor's Degree

**Years of Related Work Experience :**

**(minimum & preferred related work experience necessary perform this job successfully)**

3-5 years of experience in external communications, marketing, event planning and/or public relations. (or equivalent experience)

**SKILLS AND KNOWLEDGE**

	<b>Required</b>	<b>Preferred</b>
• Thrive in a dynamic environment, be open to new ideas, and have the ability to analyze a variety of media for effective communications.	<b>X</b>	
• Express ideas well in writing and orally.	<b>X</b>	
• Possess superb organizational and time management abilities.	<b>X</b>	

<ul style="list-style-type: none"> <li>Demonstrate an ability to work independently and as a self starter in a team-oriented environment and work congenially with staff, Board members, donors, adult volunteers, youth, and others</li> </ul>	<b>X</b>	
<ul style="list-style-type: none"> <li>Demonstrate an ability to organize materials, manage more than one project at a time, and communicate comfortably in a professional setting.</li> </ul>	<b>X</b>	
<ul style="list-style-type: none"> <li>Must work with a high degree of flexibility, accuracy, and attention to detail in a fast-paced environment with numerous deadlines and pressures.</li> </ul>	<b>X</b>	
<ul style="list-style-type: none"> <li>Have professional maturity to respond to urgent matters and/or crisis situations, as needed.</li> </ul>	<b>X</b>	
<ul style="list-style-type: none"> <li>Be genuine in commitment to the fulfillment of the agency mission.</li> </ul>	<b>X</b>	
<b>TRAVEL REQUIREMENTS:</b>		<b>More than 50%</b>
Position requires travel throughout a 40 town service area – All of Fairfield County, Greater New Haven and the Lower Naugatuck Valley.		

<b>WORK ENVIRONMENT/PHYSICAL REQUIREMENTS</b> (Describe any specific work place conditions and/or physical abilities that are related to and/or required by this job)
Candidate must have a valid driver’s license and insured vehicle for transportation.

***Equal Employment Opportunity***

BBBSSWCT provides equal employment opportunities to all qualified individuals without regard to race, creed, color, religion, national origin, age, sex, marital status, sexual orientation, or non-disqualifying physical or mental handicap or disability.

***Americans with Disabilities Act***

Applicants as well as employees who are or become disabled must be able to perform the essential duties & responsibilities either unaided or with reasonable accommodation. The organization shall determine reasonable accommodation on a case-by-case basis in accordance with applicable law.

***Job Responsibilities***

The above statements reflect the general duties, responsibilities and competencies considered necessary to perform the essential duties & responsibilities of the job and should not be considered as a detailed description of all the work requirements of the position. BBBSSWCT may change the specific job duties with or without prior notice based on the needs of the organization.