



MARKETING AND COMMUNICATIONS SPECIALIST (20 HOURS/WEEK)

Job Summary

The Marketing and Communications Specialist, reporting to the Director of Philanthropy, will play a key role in promoting the mission of Big Brothers Big Sisters Miami Valley and growing our audience across the Miami Valley region. This position will promote and expand our reach and impact through e-mail marketing, website content and management, print and digital materials, social media and other communications deliverables.

Responsibilities and Duties

I. Social Media and Website (35%)

- Prepare and implement monthly social media calendar for Facebook, Instagram, Twitter, and LinkedIn
- Write content and post regularly, following the prepared calendar
- Create blog by writing content, researching appropriate content online and posting articles on a regular basis to position BBBS as the leading resource in youth mentoring
- Routinely write and publish new content for website to highlight programs, supporters and partners, program impact and accomplishments
- Provide monthly updates of website and social media channel activity by reviewing Google Analytics dashboard
- Consistently evaluate and recommend ways to improve communications and ROI from all channels

II. Marketing (30%)

- In partnership with marketing committee, create and implement a marketing plan to raise visibility, increase the number of supporters, and generate funding
- Create marketing and promotional materials including but not limited to brochures, fliers, posters, newsletters to support programs, campaigns and events
- Create regular email communications for program news, activities and events
- Consistently update email lists in partnership with Director of Programs and Director of Philanthropy

III. Public Relations (5%)

- Write and disseminate press releases to raise awareness of Big Brothers Big Sisters, including appointment of new board members, special events, program milestones and accomplishments, as appropriate
- Assure that fundraising and other events are listed in community calendars,
- Develop and manage media relationships

IV. Administrative Support (30%)

- Provide administrative support to the CEO; develop board presentations, dashboards and other materials as needed
- In partnership with the Director of Philanthropy, develop and execute an effective donor stewardship plan to increase engagement between donors and the agency, improve donor retention, and encourage moves management of high-capacity donors

- Assist with the production of mail solicitations, writing proposals and grant reports
- Assist with donor database by entering gifts and pledges; prepare gift reporting

Qualifications and Skills

- Associates degree required. Bachelor's degree in public relations, marketing, communications, or related discipline preferred
- 1+ year demonstrated experience in marketing/communications, and/or public relations preferred
- Proficient in MS Office, competency in Adobe Creative Suite (Photoshop, InDesign and Illustrator preferred). Experience with and competency in WordPress or comparable CMS. HTML preferred
- Understanding of Miami Valley market and demographics
- Always represents agency with high professional standards
- Effective in project planning and management
- Proven creativity in social media (Facebook, Instagram, LinkedIn, Twitter)
- Experience with MailChimp, Constant Contact or similar email marketing platforms and donor management software preferred

How to Apply

Email cover letter, resume and writing sample to msharp@bbbsmiamivalley.org. Position open until filled.

Please, no phone calls or walk-ins.