

JOB DESCRIPTION

Position Title: Marketing and Events Coordinator		Overtime Status: Full time Non-Exempt
Department: Development Department	Location: Boise, Idaho with options for a hybrid remote work arrangement	
Reports To: Director of Development or CEO	Number of People Supervised: 0	

POSITION PURPOSE

The mission of BBBS is to create and support one-to-one mentoring relationships that ignite the power and promise of youth. We are entering a growth phase as an organization and looking to build our amazing team. Working as part of the BBBS team allows you to use your experiences, talents, and passion to create bright futures that are full of hope for every child in the Treasure Valley. Our high achieving team knows that the work BBBS does every day plays a critical role in helping to create an equitable and just community that values every family and child. If you share our belief that a one-to-one mentoring relationship is the best way to unlock the potential in every child in our community, we encourage you to consider joining us in the fight for a successful future for all children.

Under the direction of the Director of Development, this position is responsible for all marketing initiatives and will serve as the lead for all fundraising events. you will provide support for all of our organizational development efforts, while taking the lead on fundraising events and serving as the lead administrative staff for all agency marketing campaigns.

As a member of the development team, this position is responsible for collaborating with other team members to help shape the agency development strategy and helping achieve related agency strategic plan goals.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Support agency development efforts:

- To provide support for all Fund Development functions:
 - Provide support and assistance in the BBBS" donor database management system
 - Create and maintain accurate record keeping methods
 - Generate reports for grants, donor visits, as needed

Create and lead agency marketing strategies to support earned revenue and program support:

- Manage all agency marketing efforts:
 - Maintain agency external communication, including website, social media, blog posts, newsletters and other materials
 - Coordinate with PR and marketing partners on special initiatives and events
 - Coordinate and manage marketing collateral including logos, graphics, match stories, presentations, and campaign materials to ensure communications are consistent in design and tone and adhere to the organizational style, both locally and Nationally
 - Assists with the development of marketing and social media strategies to support agency needs, including efforts to recognize donors and volunteers as part of an ongoing marketing campaign
 - Tell BBBS' stories, through interviews, videos, social media in a way that reaches a wide audience

Coordinate and grow agency fundraising events in collaboration with the Director of Development:

- Assist in executing a minimum of 2 major fundraising events each year as well as several smaller events:
 - Coordinate, produce and manage a variety of aspects involved in the 2 core BBBS fundraising events each year, Magical Moments and a fall fundraiser
 - Coordinate, produce and manage most aspects of several smaller events in support of BBBS' fundraising and programing efforts
 - Act as a liaison for BBBS in helping to create, secure and track event sponsorship opportunities as a way to increase fundraising opportunities and build key relationships within the community
 - As part of a larger stewardship plan, manage donor recognition and acknowledgements post all events

Support BBBS' core values of child safety, positive outcomes, research based best practices and equity for every child and family in our community through ongoing learning. Continued education is a critical part of every position within BBBS. Opportunities to learn and grow in key agency areas are provided and include topics such as justice, equity, diversity and inclusion (JEDI), Trauma informed approaches, and youth protection.

Other duties as assigned

EDUCATION & RELATED WORK EXPERIENCE

Education Level:

A bachelor's degree or an equivalent combination of education and work experience in a similar field preferred. Must have car, valid driver's license, and meet state required automobile insurance minimums.

Years of Related Work Experience:

2+ years of marketing and event experience or transferable skills preferred

Job Requirements

A passion for the Mission and Vision of Big Brothers Big Sisters

Words and actions based on the six core values of Big Brothers Big Sisters of SW Idaho: Excellence, Integrity, Empathy, Devotion to Mission, Stewardship and Leadership

Excellent oral and written communication skills

Proven organizational skills: ability to attend to detail

Ability to manage time and prioritize efforts

Experience planning events and managing logistics

Knowledge of Adobe editor, Canva and WordPress a plus

Graphic design, video editing a plus

Excellent interpersonal skills

TRAVEL REQUIREMENTS

10%

WORK ENVIRONMENT/PHYSICAL REQUIREMENTS

- The ability to travel and work outside regular business hours, including some evenings and weekends
- Minimal physical requirements to include walking, standing, sitting at work station, inputting information into computer; normal office environment.

Equal Employment Opportunity

BBBSA 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. BBBSA may change the specific job duties with or without prior notice based on the needs of the organization.