



**JOB DESCRIPTION**

<b>Position Title:</b> Marketing, Communications & Outreach Coordinator	<b>Job Code:</b>	<b>Overtime Status:</b> Exempt-Full Time
<b>Department:</b> CEO Cabinet	<b>Location:</b> Winston-Salem	
<b>Reports To:</b> President/CEO	<b>Number of People Supervised:</b> 0	

**POSITION PURPOSE**

The Marketing, Communication & Outreach Coordinator at Big Brothers Big Sisters Services, Inc. manages, directs and performs all the activities associated with marketing and communication, including the development and execution of annual marketing plans, creative development, social media and public relations. The position is also responsible for community outreach to develop and maintain relationships with key constituents in the community.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

- **Marketing and Communication**
- Work with the PR/Recruitment Board Committee members and the Pres/CEO to prepare an annual marketing plan consistent with the organization’s missions, vision and goals. Ensure that the plan addresses all channels of communication – traditional and current
- Develop, implement and evaluate all aspects of communications, marketing, and media for Big Brothers Big Sisters Services, Inc.
- Lead the generation of online content that engages audience segments and leads to measurable action. Decide who, where, and when to disseminate
- Put communications vehicles in place to create momentum and awareness as well as to test the effectiveness of communications activities
- Serve as the primary individual community liaison
- Build and maintain relationships with local and regional media and community organizations to increase awareness of BBBS and educate the community about the services we offer
- Prepare speeches, press releases, magazine articles, scripts, promotional materials, fact sheets and pamphlets
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, media kits, newsletters, brochures, annual reports, e-newsletters and the BBBS website
- Oversee arrangements for requested speaking engagements, press conferences and speaker panels
- Lead social media outreach via Facebook, Twitter, Instagram, etc.
- Coordinate webpage maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly and kept up to date
- Track and measure the level of engagement over time

- Outreach**
- Serve as the **primary individual community liaison** representing BBBS in Forsyth & Davie counties
  - Develop and implement an annual Outreach plan that focuses on growth and enhancement of outreach activities and results including volunteer and donor recruitment
  - Develop a detailed implementation plan to consistently stay connected with all primary and secondary outreach contacts
  - Develop relationships with corporate and civic partners/ groups in the area to expand BBBS outreach services and to increase awareness of BBBS programs and development opportunities
  - Serve as the liaison to community groups working with the non-profit sector such as United Way, Foundations, Civic Groups, etc.

- General**
- Attend Board meetings as requested
  - Serve as the primary liaison to the PR/Recruitment Board members
  - Other duties as needed



## QUALIFICATIONS

### Minimum Qualifications

- Bachelor's degree required, Master's degree preferred
- 5+ years Marketing and Communication experience
- 5+ years non-profit experience preferred
- Extensive communication and strong interpersonal skills
- Demonstrated ability to effectively manage projects/activities with limited supervision
- Highly responsible and accountable self-starter
- Resilience and flexibility
- Research skills and attention to detail
- Ability to effectively work with a variety of groups: corporate, non-profit, parents, children, volunteers
- Extensive knowledge of Microsoft

### Preferred Qualifications

- Project Management experience
- eTapestry data management experience
- Connection with or familiarity with Big Brothers Big Sisters/mentoring services

**Career Level: Mid-Career**

**Salary: Competitive based upon education/experience**

**Email resume, cover letter and writing sample to:  
aboardwine@bbbsnc.org**



**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.

<b>ACKNOWLEDGEMENTS</b>	
<b>Creation Date:</b>	<b>Revision Date:</b>
<b>Supervisor: I have approved this job description and reviewed with my employee.</b>	
Signature:	Date:
<b>Employee: I have reviewed this job description with my supervisor and acknowledge receipt.</b>	
Signature:	Date:
<b>Human Resources:</b>	
Signature:	Date: