

Boys & Girls Clubs of St. Charles County

COMMUNICATIONS & MARKETING COORDINATOR

Boys & Girls Clubs mission is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens. As a powerful testament, an astounding 54% of national Club alumni have expressed that the Club has had a life-altering impact on them. You will be responsible for helping to bring this mission to life in this community by developing and deploying various marketing strategies of the Clubs' programs, events, stories, and impact to grow and expand the work of BGCSTC.

The Communications & Marketing Coordinator, reporting to the Director of Donor Relations, is responsible for communicating BGCSTC's brand and various organizational initiatives efficiently and effectively, which includes designing, writing, and publishing marketing pieces to help program areas increase registrations and membership, fundraising areas increase donors and revenue, and increase the organization's overall brand awareness and opportunity. This is a full-time, in-person, position based at the Administrative Office of Boys & Girls Clubs of St. Charles County.

Essential Duties and Responsibilities:

- Drive the development and execution of comprehensive communications and marketing strategies, such as developing and maintaining yearly comprehensive communications and marketing plan.
- Create engaging content, from newspaper and billboard placements, radio and online ads, and on-site information by adapting and distributing to a variety of audiences through multiple channels, including website, social media, email, brochures, and letters, among others.
- Manages BGCSTC's social media platforms, including Facebook, Instagram, and LinkedIn, as well as providing content and support for the organization's website and fundraising event systems (i.e., One Cause).
- Coordinate communications efforts for Club events, including fundraising events, community gatherings, and recognition opportunities (i.e., Junior Youth of the Year).
- Create, format, and distribute various communications, including monthly Club Connection (donor) digital newsletter, Behind the Blue Door (parent) digital newsletter, press releases, public relations outreaches, etc.
- Partner with the Director of Donor Relations to inspire deeper involvement in communications and marketing with the Board of Directors, various board and event committees, and volunteers.
- Helps support donor correspondence related to gifts, including but not limited to acknowledgment letters.
- Provide training to staff to ensure consistent and effective communication via social media, website, video production, print materials, and verbal communication
- Establish and track clear communications metrics, including engagements, reach, analyzing trends, and sharing results to inform strategy.
- Stay up to date on communications trends while researching new methods for sharing organizational needs and impact.

Boys & Girls Clubs of St. Charles County

- Support leadership in maximizing their impact through communications and marketing efforts, such as interviews, presentations, etc.
- Provide administrative support for the Director of Donor Relations around special events, including data management, mailings, improving silent auction outreach, peer-to-peer initiatives, third-party support, and corporate sponsorship engagement through the organization's CRM (Virtuous).
- Serve as a Club Ambassador at external events and community functions, embodying the organization's mission, values, and impact in the community.
- Work in collaboration with departments and units leads to monitor marketing budgets and controlling expenditures.

Qualifications

- Bachelor's degree in Marketing, Communications, Nonprofit, or a related field
- Previous experience as a volunteer or employee in a nonprofit preferred; knowledge of nonprofit fundraising and donor relations a plus
- Knowledge of Canva or Adobe Creative Suite, Hootsuite, Microsoft Office Suite, MailChimp, social media platforms, websites, and graphic design principles
- Experience with and/or willingness to learn CRM database systems
- Demonstrated ability to multi-task, prioritize projects, meet deadlines, and work independently
- Ability to work some nights and weekends and to work remotely as needed
- Strong interpersonal, verbal, and written communication skills
- Demonstrated skills and competency in the following areas preferred: the mission, objectives, policies, programs, and procedures of Boys & Girls Clubs of America

SALARY RANGE: \$45,000-50,000 annual salary

BENEFITS: Insurance, PTO, sick leave, pension plan

To apply:

Send cover letter, resume, and three (3) references) to: smyers@bgcstc.org with the subject line, "Communications & Marketing Coordinator."

The information presented indicates the general nature/level of work expected of employees in this classification. It is not designed to contain, nor to be interpreted as, a comprehensive inventory of all duties and responsibilities required of employees assigned to this job.

Don't check off every box? Apply anyway! Studies have shown that women and people of color are less likely to apply for jobs unless they meet every listed qualification. At BGCSTC we are dedicated to building a diverse and inclusive workplace and developing new voices. If you're excited about this role but your experience doesn't align perfectly, we encourage you to apply anyway – you might just be the right candidate.

Boys & Girls Clubs of St. Charles County (BGCSTC) is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender identity or expression, national origin, age, disability, genetic information,

Boys & Girls Clubs of St. Charles County

marital status, or status as a covered veteran in accordance with applicable federal, state, and local laws.