



## **Job Description**

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**TITLE:** Marketing & Communications Coordinator

**DEPARTMENT:** Development

**REPORTS TO:** Chief Development Officer

**EXEMPT**

**PRIMARY FUNCTION:**

Reporting to the Chief Development Officer, this position is responsible for developing and implementing marketing, communications, and public relations strategies to support the mission and vision of Boys & Girls Clubs of Lanier by expanding awareness, engaging the community, attracting new donors and increasing revenues for the organization. This includes the design of marketing materials, fund raising materials and campaigns, and promotions in order to expand awareness of our organization, its events and programs.

**KEY ROLES:**

*Marketing*

- Develop and implement marketing and public relations strategies designed to build awareness and support of Club programs.
- Perform marketing research within each community and/or demographic to better identify target audiences and needs
- Develop innovative ways to reach targeted demographic and segments in each county to include the use of technological and automated advances
- Development and production of all major publications including: newsletter, annual report, brochures, sponsorship proposals, event invitations and other print materials as required.
- Provide written content for direct mail, emails, social media posts and campaigns, marketing materials, proposals, and stories
- Oversees development and content of website.
- Oversee production of photos and videos for events and promotion.
- Secure in-kind advertising and the development and creation of print, radio, television and web ads.
- Help review content of documents across organization for relevancy, consistency and brand compliance
- Liaison between Club directors and Development department – work with Club sites to gather photos, stories, video and other content as appropriate for



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- marketing and stewardship materials
- Coordinate media interest for the organization and ensure regular contact with media contacts across all counties.
- Engage employees in campaigns including Annual Campaign and Duck Derby adoption support.

### *Development and Special Events*

- Design and manage a comprehensive direct mail program and online giving strategies and analyze Direct Mail/e-mail solicitation program results data to refine and increase ROI. Create solicitations and oversee list creation and segmentation.
- Work closely with Development team to develop and manage consistent messaging to donors and prospects that aligns with solicitation and donor-specific stewardship communications
- Collaborate with Development team to identify and acquire new donors. Help build strategies for engaging, retaining and encouraging donors to give at higher levels.
- Plan and coordinate donor recognition and stewardship activities targeted to segmented donor groups.
- Collaborate with Development team in planning and executing donor cultivation events.
- Design and implement strategic program to engage volunteers and alumni in becoming supporters of the annual giving campaign
- Write and update acknowledgement letter templates, annual appeal letters
- Plan, manage, implement and support fundraising and special events as needed
- Solicits sponsorships and gifts; prepares related printed materials and publications
- Supervises all event correspondence, invitations and attendance lists and arranges/implements all logistical details associated with events

### **ADDITIONAL RESPONSIBILITIES**

1. Submit requests for purchases of supplies and equipment to supervisor.
2. Knowledge of accessing, pulling reports and managing donor database.
3. Assume all other duties as assigned.

### *RELATIONSHIPS:*

**Internal:** Maintain oral and written contact with the Chief Development Officer and Club Senior leadership, peers, and volunteers for the purpose of exchange of information, to



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provide progress reports regarding activities and planned programs, and to coordinate events.

**External:** Maintain oral and written contact with other agencies, business leaders, community groups, committees and the media for the purpose of exchanging information and ideas and for the purpose of fundraising.

### **REQUIREMENTS:**

- Bachelor degree from an accredited University/College preferred. Three-five years of marketing, public relations and/or fundraising experience with a nonprofit organization preferred.
- Event, communication, marketing and/or public relations experience desirable.
- Demonstrated ability to manage budgets and control fundraising expenses.
- Advance knowledge of software programs such as Microsoft word, Excel, Power Point, and Microsoft Office. Knowledge of donor database a plus.
- Good written and verbal communication skills
- Good organization and attention to detail
- Able to maintain strict confidentiality
- Presentation skills
- Task oriented and task completion
- Able to work independently and with limited supervision
- Excellent interpersonal skills
- Must be a team player, a self-starter, and possess ability to juggle multiple tasks simultaneously.

### **PHYSICAL REQUIREMENTS /WORK ENVIRONMENT:**

Physical requirements include some physical exertion such as lifting, stretching and bending, moving and transporting marketing materials, setting up events, using vehicle to meet donors, as well as sitting for long periods of time.

### **DISCLAIMER:**

The information presented indicates the general nature and 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, responsibilities, qualifications and objectives required of employees assigned to this job.