



**BOYS & GIRLS CLUB
OF PAWTUCKET**

Position Posting

TITLE: Development & Marketing Coordinator
DEPARTMENT: Administration
REPORTS TO: Director of Development & Community Relations

Exempt Non-Exempt
 Full-time Part-time

POSITION SUMMARY:

The Development & Marketing Coordinator is an essential part of a busy Development Office, which is responsible for raising philanthropic support, PR, marketing, website content, special events, and member & donor communications, as well as alumni outreach. This position focuses on the marketing aspects of the Development Office. They will also be responsible for the coordination of volunteers and all aspects of our facility rentals. Must be a dedicated, responsible, detail oriented individual with excellent organizational skills and should be able to work both independently and as part of a team. Experience with good time management so as to manage multiple priorities and directly support team members.

The Development & Marketing Coordinator handles the Club's social media presence including regular posts on: Facebook, Twitter and Instagram and regular updates to the Club's website. They write and design the monthly Club eNews and a quarterly print newsletter as well as all Club press releases and media advisories. The Development & Marketing Coordinator designs most Club publications including invitations, program flyers and forms, stewardship and solicitation items, special mailings and more. The Development & Marketing Coordinator is responsible for promoting, booking, staffing and coordinating rentals of all Boys & Girls Club of Pawtucket properties, inclusive of the Alfred Elson, Jr. Clubhouse and campus, and Camp Ramsbottom. They will also oversee Volunteer Services and ensure a positive environment that promotes and enhances Club services by developing and supporting volunteer opportunities that directly and indirectly serve our youth members ages 6-18.

QUALIFICATIONS:

Bachelor's degree required. Two or more years of relevant experience required (non-profit experience strongly preferred).

Knowledge of Microsoft office products and general computer skills required. The ideal candidate will have a working knowledge of Adobe CC (Photoshop, Illustrator and InDesign), a demonstrated experience with writing for publication/distribution and professional use of social media. The ideal candidate may have a background in sales or marketing, and will have excellent customer service, organizational, and communication skills, be a team player, have the ability to work independently, and the flexibility to work some nights and weekends.

Skills required in the following areas.

- **Communication Skills:** Informing, Listening, Presenting, Writing. Providing others with necessary, correct, and timely information. Compose clear, concise, compelling and accurate written material
- **Decision-Making Skills:** Analyzing, Fact Finding, Problem Solving, Judgment
- **Leading By Example:** Serving as a role model by demonstrating responsible professional and ethical behavior.
- **Personal Initiative Skills:** Generating positive feelings and eagerness about work and the work place while demonstrating a commitment to excellence by doing one's best and encouraging others to do their best.
- **Planning Skills:** Identifying people, resources and time need to accomplish a goal, Action Planning, Prioritizing and Organizing, Time Management
- **Relationship Building Skills:** Relationship Building, Teamwork
- **Safety, Health and Environment Skills:** Fostering Organizational Wellness, Supporting a Safe Environment

KEY ROLES:

Competency Areas:

PREPARE YOUTH FOR SUCCESS

1. Support Mission and Principles.

INFORMATION MANAGEMENT

2. Provide information to support decision making.
3. Maintain Development Office archives.
4. Collect all required paperwork and process background checks. Ensure all Volunteers have appropriate background check information processed before their term of volunteering begins.
5. Work with the Development team to identify prospects for stewardship (including: volunteers, renters, etc.).

COMMUNICATION AND PUBLIC RELATIONS

6. Understand and be able to communicate relevant information to donors, customers, volunteers, staff and general public on Club programs, events and organizational structures.
7. Write and distribute the monthly eNews (distributed to donors).
8. Write and design the quarterly mailed newsletter (distributed to donors).
9. Establish and maintain relationships with community groups and local businesses for the purpose of identifying potential donors, renters or volunteers.
10. Monitor and keep current all Club social media sites.
11. Utilize a variety of media to communicate information regarding events, campaigns, and Club programs and services to appropriate constituents.
12. Write and distribute press releases and media advisories.
13. Maintain advertising schedule and work with vendors to ensure advertising dollars bring the highest ROI.
14. Ensure the Club website contains current information and updating as needed.
15. Design Club publications including but not limited to: invitations, program flyers and forms, Club signage, infographics, stewardship items (i.e. holiday cards, birthday cards, etc.), and additional publications as needed.

VOLUNTEER MANAGEMENT

16. Coordinate and schedule with volunteers and volunteer groups.
17. Recruit volunteers when needed for special projects/program needs.

18. Review volunteer applications and return phone calls for those interested in volunteering. Determine if the applicant is a good fit for the Club and coordinate the selection and placement process.
19. Keep a hard copy of volunteer records and logs – provide to the Data Entry Specialist to ensure proper records are entered in Membership Tracking.
20. Work with program staff to ensure volunteer trainings are held at least once per month, all new volunteers receive one-on-one Clubhouse tours and orientations before they begin, and volunteer recognition events are held twice per year.
21. If not a program volunteer, meet with volunteers at the Club immediately before and after their scheduled time to ensure they are clear on their responsibilities and prepared for the day. Discuss any ideas for projects or programs with volunteers before implementation. Communicate the project plan with the Director it will impact before approving it.
22. Coordinate volunteer recognition efforts.
23. Work with Club Maintenance Staff to coordinate projects for community service volunteers.
24. Write community service/volunteer letters verifying time spent volunteering at the Club.

RENTAL MANAGEMENT

25. Actively market Club and Camp rental opportunities through outreach in the community to network and market Club/Camp properties and programs. Contact potential renters of Club/Camp properties including local businesses and schools, to name a few.
26. Coordinate all rentals including ensuring appropriate staffing is secured and any AV equipment or other supplies are ready.
27. Strive to maximize rental enrollment and the potential of the facilities.
28. Possess a full understanding of the Boys & Girls Club of Pawtucket and Camp Ramsbottom properties and rental possibilities at both locations.

TECHNOLOGY

29. Effectively use technology and information management systems.

TEAMWORK

30. Contribute to a productive work environment.

RELATIONSHIPS

Internal: Maintain close, daily contact with Club staff (professional and volunteer) and supervisor to receive/provide information, discuss issues, receive explanation of guidelines/instructions, communicate regarding scheduling, instruct and seek advise/counsel.

External: External relationships with Club volunteers, renters, and donors as it relates to job duties. Maintains contact with the general public to give and obtain information, either in response to inquiries or as instructed by supervisor.

ENVIRONMENTAL AND WORKING CONDITIONS:

The majority of the work will be conducted in an office setting. Some work will needed to be conducted outside. Limited travel is required.

PHYSICAL AND MENTAL REQUIREMENTS:

Demonstrated ability to:

- Maintain a high energy level; comfortable performing multi-faceted projects in conjunction with day-to-day activities
- Exchange ideas, facts and information clearly, concisely, and in a timely manner in all communications.
- Sit for four-plus hours per day. Standing and bending are necessary to this role.

- Light lifting and moving of office supplies and office equipment.
- See and hear and successfully communicate – including ability to speak, write and read with comprehension.
- Render excellent judgment skills; selecting the most appropriate course of action in a given situation.

DISCLAIMER:

The information presented indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, not to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job.

To Apply:

Please submit cover letter, resume, and salary requirements to Annette Robinson at arobinson@bgcpawt.org by Friday, March 8, 2019.