

## **Marketing Officer**

Boys & Girls Clubs of Newport County

2 Eastnor Road, Newport, RI 02840

Full-time Onsite

Salary: \$45,000 - \$60,000

### **Job Description**

Reporting to the Director of Advancement, the Marketing Officer will play a key role in all aspects of resource development and marketing. This position is responsible for providing proactive administrative support, providing the advancement and program staff teams support for all marketing and communications, and developing marketing plans.

**PRIMARY FUNCTION:** The Marketing Officer will plan and execute the Club's marketing and communications. The candidate should have a passion for the Club's mission.

### **Job Descriptions/Duties**

- Manage all digital marketing and remain current with all BGCA campaigns
- Create and implement a year-round communications strategy, plan, and calendar
- Produce monthly digital analytics reports to inform data-driven decision-making
- Manage Club website by working with staff to make edits, create content, keep consistent branding, upload all relevant program materials, and find efficiencies among platforms
- Create social media content to engage members, donors, parents, and community partners; ensuring to keep all channels current and live
- Evaluate opportunities to improve marketing and administrative efficiencies, and recommend modifications to appropriate staff, and assist in execution
- Manage and cultivate media relations and write and execute all press releases with the Director of Advancement
- Implement a monthly e-newsletter through Constant Contact; maintain a Constant Contact database by working with staff on appropriate e-blasts
- Create consistent BGC branding throughout the Club, including visual displays and bulletin boards
- Design and coordinate production and execution of spring and year-end fundraising appeals
- Interact with board members, volunteers, donors, and prospects
- Recruit and manage all college internships, including the school paperwork and evaluations
- Develop and execute marketing for special events. This includes printed materials, registrations, stewardship marketing, and logistics
- Assist Advancement and program teams in the design, development, execution, and outreach for key events and marketing materials

- Lead marketing and communication initiatives, ensuring consistent messaging and branding
- Oversee all website content, constant contact communications, newsletter, printed material, and press releases
- Provide leadership and support to the Advancement team and cooperate with the senior team to maximize organizational capacity and success
- Work with the SNAP coordinator to achieve all marketing requirements
- Work with HR in all new hire procedures to include photo, business cards, and IDs
- Other duties as assigned.

### **Job Requirements**

- Bachelor's degree
- At least 1-3 years in an office setting (non-profit experience is preferred).
- Proficient in Microsoft Office, social media platforms, and donor databases.
- Strong writing and communication skills with reliance on AI
- Ability to interact with key donors/prospects/volunteers professionally and to articulate passion for the Club's mission
- Ability to work independently with minimal supervision and in a fast-paced team environment
- Desire to grow in the advancement field
- Must have strong interpersonal skills and be able to diplomatically work with a diverse group of individuals at all levels of an organization
- Experience with Constant Contact, graphic design tools, or Hootsuite is a plus
- Citizenship, residency, or a work VISA in the United States is required

Welcome to the Boys & Girls Club of Newport County! The mission of the Boys & Girls Club is to inspire and enable all young people, especially those who need help most, to realize their full potential as productive, responsible, and caring citizens. For the past 70 years, the Club has provided quality programming and services to all youth in need in our community. It is part of a nationwide movement of more than 5,000 Boys & Girls Clubs, and we serve more than 2,000 members annually. The Club offers a variety of programs for children, teens, adults, and families. Programs include after-school licensed childcare, homework help, a teen center, summer camp, swimming lessons and aquatics, a fitness center, dance and drama, computers and technology, music and music production, and the fine arts.

**Please email resume and cover letter to: Deirdre A. Murphy, Director of Advancement**  
**Email: [dmurphy@bgcnewport.org](mailto:dmurphy@bgcnewport.org) 95 Church Street, Newport, RI 02840**  
**Phone: 401-847-6927 ex. 140**

Benefits: 401(k) and matching \* Dental, Vision and Health Insurance \* Life Insurance \* Paid Time Off