

OVERVIEW				
Position Title: ▪ Director of Marketing & Communications		Percentage of Time: ▪ 100%	Location: Administration	Classification: Exempt Salary Range: 70,000 -75,000
Incumbent Name: ▪		Incumbent Phone: ▪ 858-866-0591 x 202	Incumbent Email: ▪	
Supervisor Name/Title: ▪ VP Development		Supervisor Phone: ▪ 858-866-0591 ext	Supervisor Email: ▪	
HUMAN RESOURCES – Pre Placement Requirements				
Background Check: ▪ Yes	Physical Required: ▪ No	Drug Screen: ▪ Yes	Immunizations: ▪ No	COI Disclosure: ▪ No
DEPARTMENT/PROJECT OVERVIEW				
<p>The Boys & Girls Clubs of Greater San Diego (BGCGSD or Clubs) CHANGES LIVES through quality programs and guidance in a safe, affordable and fun environment. BGCGSD’s mission is to inspire and enable youth to achieve academic success, build good character and responsible citizenship and make healthy lifestyle choices. We have been providing a safe, fun and positive environment at our sites with trained and dedicated professional staff for over 75 years. Members are involved in age-appropriate activities based upon our three priority outcomes of <i>Academic Success, Character Development and Healthy Lifestyles</i>.</p>				
POSITION OVERVIEW				
<p>Reporting to the VP of Development, the Marketing & Communications Manager will work on website, social media, brochures, PowerPoint’s, multimedia projects. The incumbent shoots photos and edits video; and share multimedia across social media platforms. Incumbent educates the Club community on logo and branding issues. This position also provides analysis and information on complex results or activities tied to marketing. This position is responsible for advertising, promotions, and marketing including developing marketing plans, assess target audiences, and identifying effective advertising activities, based on a solid understanding of the marketing needs of the organization.</p>				
Special Conditions of Employment:				
<ul style="list-style-type: none"> ▪ Successful completion of pre-employment background check and drug screen. ▪ CPR & First Aid Certification (we will train). 				
FUNCTIONS WITH CORRESPONDING TASKS				
Function Name/Tasks				
COMMUNICATIONS				
<ol style="list-style-type: none"> 1. Develop, implement, and evaluate effectiveness of annual communications plan in collaboration with the Marketing Committee and the senior management team. 2. Drive coordinated organizational and executive communication platforms, working with colleagues across the organization to align and execute strategies based on BGCGSD organizational priorities. 3. Ensure brand culture and messages consistently reflect organizational positions on topics and issues through the development of messages, speeches, blog posts, presentations, leadership correspondence, and white papers. 4. Provide insight, analysis and counsel to senior leaders on communications strategies, including those involving highly sensitive and confidential initiatives, plans and projects. 				
Function Name/Tasks				
WEBSITE/SOCIAL MEDIA				
<ol style="list-style-type: none"> 1. Maintain website and social media platforms; ensuring content is current and relevant. 2. Create and manage the user experience of web/donation forms including best practice design, proper function, submission success and tracking. 3. Maintain best practices to share with stakeholders across the organization. 				

4. In collaboration with development team, design and execute campaigns that serve to meet shared goals and objectives.
5. Initiate, develop, execute and measure the success of email marketing campaigns.

Function Name/Tasks

MEDIA RELATIONS/DONOR RECOGNITION

1. Develop communication plans and materials related to organizational strategy, including issue background and strategy documents, executive speeches and presentations, and participating in industry events.
2. Advise on opportunities to expand Clubs ability to be positioned as thought leaders in youth development via channels including original research, publishing, social media and traditional print/broadcast properties
3. Ensures funders such as corporate partners and foundations are recognized on the website, through social media and in newsletters/annual reports as appropriate.
4. Creates the annual report for both the organization and the Foundation.

Function Name/Tasks

MARKETING /COLLATERAL MATERIALS

1. Maintain and update corporate collateral materials including PowerPoint templates, product literature, signage, maps and event properties such as brochures and programs.
2. Design, create, and manage to completion all marketing production related efforts such as promotional items, printed collateral, multimedia collateral, and direct mail pieces.
3. Ensure creative marketing materials undergo regular review and adhere to brand guidelines
4. Develop and communicate marketing plans, campaign results and project recommendations to senior management
5. Assist in outbound or inbound marketing activities by demonstrating expertise in various areas (content development and optimization, advertising, events planning etc.)
6. Liaise with external vendors to execute promotional events and campaigns
7. Collaborate with internal and external professionals to coordinate brand awareness and marketing efforts
8. Plan and execute initiatives to reach the target audience through appropriate channels (social media, e-mail, TV etc.)
9. Assist in analyzing marketing data (campaign results, conversion rates, traffic etc.) to help shape future marketing strategies
10. Undertake individual tasks of a marketing plan as assigned

Function Name/Tasks

ADMINISTRATIVE TASKS

- a. Manage the Spence Reese Scholarship program, including promoting the scholarship opportunity, sorting applications, assisting the committee in their selection process, notifying the recipients and working with the bank/recipients on the payment distributions.

KNOWLEDGE, SKILLS, AND ABILITIES

	Describe the Knowledge, Skill, or Ability	Importance Level:
1.	BA in marketing communications, journalism or in a related subject area; or a minimum of 3 years' experience performing writing, marketing and PR duties in an agency or fast-paced non-profit environment; or an equivalent combination of education and experience.	Required
2.	Thorough skills in understanding and effectively utilizing all news / media mediums including broadcast news, the internet, social media and other emerging technologies.	Required
3.	Thorough written, verbal and interpersonal communications skills, including a strong sense of a good story and understanding of the topics that may be of interest to various publics and will incorporate key location messages.	Required

4.	Proficiency with Google Analytics and web analysis tools; excellent analytical, communication and presentation skills.	Required
5.	Ability to work well in a fast-paced, collaborative environment; exercise good judgment, political acumen, and through organizational and prioritization skills.	Required
6.	Excellent computer skills required; at a minimum, proficiency in Adobe InDesign, Photoshop and Illustrator as Microsoft Office on a Mac platform.	Required
7.	Experience writing compelling copy that is targeted to specific audiences via a variety of outlets including social media, websites, email marketing, video, printed brochures and publications, websites, emails, talking points, alumni communications, advertisements, articles and reports.	Required
8.	Developed work ethic to be responsible, accountable; independently follow up, complete tasks, anticipate needs and meet deadlines in a professional manner with accuracy and on schedule.	Required
9.	Excellent interpersonal skills and proven ability to effectively communicate in a professional manner. Verified oral and written command of the English language.	Required
10.	Aptitude to assess situations to determine the importance, urgency and risks, and make clear decisions which are timely and in the best interests of the organization.	Required
11.	Strong organizational skills with the ability to work independently, prioritize tasks, organize time efficiently, judge information and meet deadlines and to initiate and track routine independent short and long range projects to completion.	Required
12.	Experience using social media including Facebook, Twitter, Instagram, LinkedIn, online forums and blogs in professional capacity (i.e., marketing, research, networking). Ability to interact with others and contribute to, and help develop online social communities.	Preferred
13.	Experience interviewing subjects on camera, shooting video and using a variety of video editing equipment to select video clips and b-roll to be incorporated into polished video pieces.	Preferred

Physical Activities			
Standing: Frequently	Crawling: Rarely	Bending: Occasionally	Walking: Frequently
Climbing: Rarely	Kneeling: Rarely	Sitting: Frequently	Reaching: Occasionally
Balancing: Occasionally	Seeing: Constantly	Keying: Frequently	Feeling: Frequently
Talking: Frequently	Hearing: Constantly	Handling: Occasionally	Lifting 0-20 lb: Frequently
Lifting 20-50 lb: Occasionally	Lifting 50+: Rarely	Carrying 0-20 lb: Frequently	Carrying 20-50 lb: Frequently
Carrying 50+: Rarely	Pushing 0-20 lb: Frequently	Pushing 20-50 lb: Frequently	Pushing 50+: Rarely
Mental Activities			
Reading: Frequently		Writing: Frequently	Calculating: Frequently
Communicating Orally: Frequently		Reasoning: Frequently	Analyzing: Frequently
Environmental Conditions			
Confined Areas: Rarely		Exposed to Weather: Rarely	
Noise Exposure: Occasionally		Vibrations: Rarely	
Extreme Temperatures: Rarely		Potential Hazards: Rarely	
Fumes/Odors/Mists/Dusts: Rarely		Potential Allergenic: Rarely	

A. SAFETY

Based on Labor Code Section 6401.7 it is expected that all employees know and practice all appropriate safety methods and procedures.

B. GENERAL NATURE

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.

SIGNATURES FOR PRINTED COPY

I certify that the above description is correct, complete and describes my job as I understand it. I have read both the Safety and General Nature statements.

Employee's Signature: _____

Date: _____

Supervisor Signature

I have reviewed the job description and certify to the accuracy.

Supervisor: _____

Date: _____