

Job Description Director of Marketing

Boys & Girls Clubs of Ada County

Working Title	Director of Marketing
Supervisor	Director of Resource Development and Marketing
Location of Position	Administrative Office
Exempt Status	Exempt
Position Status	Full Time

I. POSITION SUMMARY

Lead all aspects of Boys & Girls Clubs of Ada County’s marketing efforts, including the planning, execution, and tracking of all annual marketing strategies. Strategies include fund development, donor recognition, brand management, wide-scale outreach efforts, and content creation to promote of the organization’s initiatives, services, programs, and activities. The position works to promote the Club brand among donors, parents, the general community, and other key groups.

II. WORK SCHEDULE AND DRIVING REQUIREMENTS

Administration’s core office hours are Monday through Friday, 9:00 AM – 5:00 PM, this position occasionally works outside of these core hours to meet with donors, corporate sponsors, attend events, etc.

III. ESSENTIAL FUNCTIONS OF THE POSITION

Percentage of Time	Description of Responsibilities
5%	<p>Ensure a written and well communicated Annual Marketing and Communications Plan is developed and executed in a timely manner that includes marketing efforts to multiple audiences.</p> <ul style="list-style-type: none"> Plan reflects Clubs mission messaging strategies, seasonal promotions, and fundraising initiatives. Plan must align with the Club’s strategic plans and resource development plan, including Club events. Plan must include strategy for parents, donors, and community. Plan and calendar should contain measurable outcomes, with continuous monitoring and evaluating of key metrics. Build and strengthen the Club brand across Ada County and ensure consistent aesthetical appeal, voice, and tone, and meets BGCA brand standards.
15%	<p>Prepare outbound marketing materials for various audiences (donors, Board, community, etc.)</p> <ul style="list-style-type: none"> Yearly annual report geared towards donors.

	<ul style="list-style-type: none"> • Club brochures/handouts promoting the brand. • All event related marketing such as signage, press releases, programs and promotional ads. • Quarterly or monthly Newsletter or E-Newsletter promoting the good works of the Club. • Assist with development of collateral materials to support organization-wide special events, club fundraisers, special solicitations, and donor stewardship efforts. • Coordinate or produce graphics and content for all websites, social media, newsletters, annual report and all e-blasts.
15%	<p>Prepare inbound marketing materials for various audiences (staff, kids, parents, etc.)</p> <ul style="list-style-type: none"> • Produce internal marketing materials for recruitment efforts in various groups such as teens, summer, hiring, etc. • Oversee all signage at Clubs (external and internal) – ensure all Clubs maintain brand image and standards to keep Club professional. • Establish and maintain procedures and formats for marketing among staff to ensure brand standards and professionalism. • Create graphics for collateral for Clubhouses, special events, and other fund development needs.
15%	<p>Mange all public relations and media efforts, including press releases and media correspondences, while pursuing new and unique opportunities to gain exposure, accolades, and brand recognition.</p> <ul style="list-style-type: none"> • Builds relationships with media (radio, TV, print). • Write quarterly press releases in accordance with BGCA brand calendar recommendations and other Club events and happenings. • Drives BGCA’s brand calendar –promotes healthy lifestyles, character and citizenship and academic success with brand impact stories by writing stories, press releases, and photos that reflect these values. • Promote national PSAs to local media channels.
15%	<p>Takes a leadership role in brand promotion to key donors, community groups, and staff.</p> <ul style="list-style-type: none"> • Attends community events and engages in social discussions about our organization. • Represents the Club in the community as needed (Chamber, Rotary, Kiwanis, etc.) • Creates donor stewardship (framed pictures, kid art, and other

	<p>recognition gifts).</p> <ul style="list-style-type: none"> • Works with Administration team to support donor stewardship efforts such as thank you cards, holiday cards, and other communication. • Stay current with BGCA brand priorities and marketing efforts. Apply for MAC awards annually. • Handle and promote BGCA cause marketing campaigns. • Management of 3rd party promotional fundraisers as requested.
15%	<p>Oversee the website ensuring best practices, aesthetic allure, and ensure content is up to date and functional.</p> <ul style="list-style-type: none"> • Update website to include photos, video, editorial content, sponsor/partner acknowledgements and hyperlinks, clubhouse information, fundraising campaigns with links, newsletters, email sign-ups, event information, etc.
15%	<p>Spearhead our online presence and manage all social media accounts, email marketing, and launch fundraising initiatives as appropriate.</p> <ul style="list-style-type: none"> • Use social media and constant contact to attract, retain, and inform donors and the public about the good work going on in the Clubs. • Post an average of 4 to 5 times a week to Facebook. • Promote staff blog participation monthly to update and coordinate social media outlets (such as Facebook, Twitter, YouTube) with current and relevant news as related to our mission and clubhouse activity. • Brainstorm creative campaigns to create more followers on social media channels. • Launch fundraising initiatives as appropriate on social media channels. • Identify target audiences through social media accounts and organize messaging accordingly. • Recognize holidays, awareness days, and other special events on social media platforms.
5%	<p>Maintaining Records and other responsibilities as assigned.</p> <ul style="list-style-type: none"> • Track analytics for website and social media. • Monitor online activity and traffic and distribute monthly reports to supervisor or board of directors as requested. • Maintain records of campaigns and special event fundraising as evidence for sponsors, partners, grant funders, board and solicitation of new donors.

IV. Knowledge, Skills, Abilities and Other Requirements

- a. **Education & Experience** – Bachelor degree in a relevant field or minimum of two years' experience in media/marketing.
- b. **Competencies** –
 - Strong professional communication and editing skills
 - Comfortable working independently and in group setting
 - Ability to work effectively with Management team and Board
 - Skilled at problem solving
 - Self-starter, able to manage and organize multiple projects and priorities within set time lines
 - **Email Campaigns:** Understanding of and ability to create e-blasts and communicate to donors and board via tools such as Constant Contact.
 - **Computer Technology:**
 1. Microsoft Office software proficiency
 2. **Adobe Creative Suite 5:** InDesign, Illustrator, Photoshop, Acrobat Pro
 3. **Website Applications:** Facebook, Twitter, YouTube, SurveyMonkey, Google Analytics, Constant Contact, Wordpress

How to Apply: Submit cover letter and resume to Jodi@adaclubs.org or by mail to:

Boys & Girls Clubs of Ada County

610 E 42nd St.

Garden City, ID 83714

Attn: Jodi Gempler

This is a full-time position. Salary range is dependent on experience. Full benefits.

Boys & Girls Clubs is an Equal Opportunity Employer.