



Title: Marketing and Communications Manager

Reports to: Chief Development Officer

Pay Range: \$39,139 - \$45,000 w/benefits

Location: Administration Office (Remote working and Telecommuting)

Hours: The regular hours for this full-time exempt position are 9:00 am – 5:00 pm. Monday – Friday. Holiday, weekend and evening hours will be required as project deadlines dictate. Must be able to travel to off-site Clubs, meetings and events.

Position Description:

The Marketing and Communications Manager will plan, produce, and oversee the implementation of the BGDCD marketing and communications plan including media, promotions, website, and collateral materials. This position will develop materials to deliver the organization's messages to the public and the media, oversee and assist with organization and coordination of webinars, digital programs, meetings, and other external events. This role requires the ability to develop and maintain effective relationships internally and externally, including media contacts and vendors. The Marketing and Communications Manager will need to be flexible while producing high-quality work.

Marketing and Communications:

- Promote the Boys & Girls Clubs of Dane County brand, policies, mission, and vision by implementing our marketing strategy
- Manage development, production, and distribution of promotional and collateral materials and publication schedule
- Develop and oversee the communications calendar to ensure timely execution of the program
- Use contact management system and other social media to create and send emails, newsletters, and other external information
- Participate in budget development and support budget management
- Use independent judgment to execute marketing and communications plan
- Prepare written materials including marketing copy, business communications, reports, and presentation scripts
- Write and distribute press releases and media alerts
- Be responsible for ensuring accuracy in information and proofreading
- Analyze marketing and communications programs and make recommendations to adjust strategy and tactics to increase effectiveness

Digital Programs and Events:

- Conduct research and find resources to help staff make decisions about in person and virtual event possibilities
- Assist with negotiations for event facilities, audiovisual equipment, and on site or virtual production
- Propose innovative ideas to improve the digital programs, event planning and implementation process
- Provide monthly communications analytics reports to achieve organizational goals

Sponsorships and Business Partnership Support:

- Maintain and update sponsorship, grantors and partnership contact mailing lists and required deliverables
- Assist in the development of sponsorship and partnership opportunities, proposals, acknowledgements, and deliverables
- Other general duties as determined by the Chief Development Officer

QUALIFICATIONS:

EDUCATION:

Associates Degree essential, Bachelor's Degree preferred. Desired course of study: marketing, communications, event planning, or equivalent experience

EXPERIENCE:

A Minimum of 2-year experience with the ability to use contact management system and other social media to create and send emails and newsletters.

REQUIRED KNOWLEDGE AND CRITICAL SKILLS:

- Enthusiasm for the mission of BG CDC
- Computer proficiency: word-processing, spreadsheet, PowerPoint, and data base management
- Excellent organizational and office skills
- Effective communication and interpersonal skills
- Sound decision-making ability
- Ability to work independently while keeping effective working relationships with co-workers, supervisors, customers, and the public
- Excellent written and verbal communication skills
- Personable demeanor/excellent customer service orientation
- Handle multiple projects concurrently
- Desktop publishing skills

Boys & Girls Clubs of Dane County is committed to employment equity. All responses will be handled with strict confidence. Interested individuals are invited to submit their **resume**, **cover letter**, and **three personal references** via email to lrowell@bgcdc.org or by US Mail, closing date November 9, 2020:

Human Resources

C/o Membership Service Assistant

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Email: lrowell@bgcdc.org