

MARKETING & SPECIAL EVENTS COORDINATOR

Position Description

STATUS: Full-time, non-exempt

SUPERVISOR: Associate Director of Resource Development

GENERAL FUNCTION: The Marketing & Special Events Coordinator will work closely with the Associate Director of Resource Development, Grants Coordinator, Executive Director, Board members/committees, Club staff and community volunteers. Primary responsibilities are centered on the organization's major special fundraising events, as well as corporate-level marketing/public relations/media activities. As a key member of the Resource Development department, strategic secondary responsibilities may include supporting the organization's ongoing donor relations and resource development efforts.

KNOWLEDGE & SKILLS: A college degree is required, with an emphasis in a communications, marketing or related field of study. Proficient use of Microsoft Office and Suite products (Word, Excel, etc.) and demonstrated experience and familiarity with technology and multi-media applications including graphic design/layout (In Design, Publisher), social media applications (facebook, You Tube, Twitter, Instagram) required. Exposure to or management of websites and database applications highly desired. In addition, a minimum of three years special event fundraising management experience (i.e. auctions, galas, golf tournaments) is required. Basic knowledge of, and experience with non-profit resource development, community relations and organizational structure is recommended. Command of business and media-oriented writing skills is necessary, as is a working knowledge of public relations and marketing principles, special event management and staff/volunteer coordination.

OTHER REQUIRED: a valid Washington state driver's license and a driving record absent of violations.

HELPFUL: Experience in public relations, marketing and/or other related professional organizations; past or current involvement with non-profit organizations, especially youth development organizations such as Boys & Girls Clubs.

WORK ENVIRONMENT: primarily indoors, based at the administrative service center located within the Northtown Boys & Girls Club. Frequent travel to locations in the Greater Spokane/North Idaho area for meetings and events. Lifting of files, boxes of supplies, and event items weighing 25 - 40 lb is frequently required. General working hours are from 8am – 5pm, Monday – Friday. Special events and other organizational activities may require additional hours throughout the year.

DISCLAIMER: The information presented indicates the general nature and level of work expected for the described position above. It is not designed to contain, nor to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job.

JOB SEGMENTS

SPECIAL FUNDRAISING EVENTS – Under the guidance of the Associate Director of Resource Development, this position will help coordinate special/ fundraising events for the organization year-round. Initially, this position will provide secondary support for all events with the goal of becoming the primary within 1-2 years. Must be personable and have a solid working knowledge and commensurate experience working directly with community partners, sponsors, hotels/venues, vendors, and volunteers. Will also work with the Executive Director, staff, respective Board members/committees and community groups to ensure successful attainment of event objectives and budgetary goals.

- **ANNUAL AUCTION & OTHER SPECIAL FUNDRAISING EVENTS**

- New event development and sustainability planning;
- Event planning and day-of logistics;
- Donor/sponsorship coordination and recognition;
- Auction item procurement;
- Budget monitoring and support;
- Event program development;
- Marketing material production and design;
- Promotion and information dissemination;
- Multi-media event support;
- Record keeping and database management;
- Inventory management;
- Committee relations;
- Guest support and service;
- Evaluation, research and advancement;
- Supervision of event volunteers and assigned staff.

MARKETING/PR/MEDIA EFFORTS – responsible for the coordination and implementation of the organization's efforts to ensure a solid and reputable brand identity through a variety of marketing, public relations and media efforts. Works with the Associate Director of Resource Development, Executive Director, respective Board members/committee and contracted agency to ensure successful attainment of campaign objectives and budgetary goals.

- **PUBLIC RELATIONS/MARKETING**

- Design Creation (marketing materials, brochures, newsletter, flyers);
- Logo and brand management;
- Newsletter writing;
- Annual Report Development;
- Local and BGCA (national office) initiative support;
- Inventory management;
- Partnership/group development;
- Review and maintenance of each Club's efforts;
- Budget monitoring and support;
- Evaluation, research and advancement;
- Ongoing utilization of best practices and effective tools.

- **MEDIA SUPPORT**

- Web development, updating and management (Squarespace);
- Integrated social media efforts (i.e. facebook, Instagram, Twitter, You Tube);
- Multi-functional writing (i.e. newspaper, television, radio, news releases);
- Media engagement and outreach;
- Media archive management.

CORPORATE/CAPITAL CAMPAIGNS – helps coordinate campaign elements and provide support in the planning, marketing and implementation of the organization’s fundraising and in-kind campaigns; typically held in partnership with local and National companies (Macy’s, Lowes, Staples, Michaels, etc). Secondary support and assistance may also be provided to include the Clubs’ annual appeal which focuses on an effort to cultivate renewable contributions from individuals, organizations and businesses. Works with the Associate Director of Resource Development, Executive Director and respective Board committee/staff, community partners and BGCA to ensure successful attainment of campaign objectives and budgetary goals.

This position will also be a key leader in helping strategize, develop and manage integrated marketing, media and public relations efforts as it pertains to a potential large scale capital campaign beginning in 2018/2019.

Based on the nature of the organization, there may be future and unknown campaigns; those will be addressed and handled as they arise.

- **CAMPAIGNS**

- Community Engagement Opportunities;
- Event planning and logistics;
- Print material production and design;
- Event promotion and information dissemination;
- Budget monitoring and support;
- Multi-media support;
- Campaign reporting;
- Evaluation, research and advancement.

RESOURCE DEVELOPMENT – provides secondary support and assistance when needed in the planning and maintenance of the organization’s resource development efforts, most importantly as it relates to special event fundraising efforts and donor stewardship.

OTHER – additional opportunities may and will present themselves throughout the year. The majority will center on personal knowledge and growth, however other potential opportunities include:

- Consulting on best marketing practices with current Clubhouses and planning for future expansion;
- Specific efforts to support the organization’s strategic plan goals;
- Personal career, knowledge and skill development;
- Association/group membership and participation.

APPLICATION - Please email a cover letter, to include salary requirements, as well as a comprehensive resume by **January 15th, 2018** to emcgann@bgcspokanecounty.org. Call or email any questions to Erin McGann at 509-489-0741 or emcgann@bgcspokanecounty.org.