



POSITION DESCRIPTION

POSITION TITLE: MARKETING AND COMMUNICATIONS MANAGER	
Reports To: Executive Director	Overtime Status: Exempt
POSITION PURPOSE	
Serves as marketing and communications manager for the agency, helping the Executive Director and management team implement a multi-year plan for increasing volunteers and revenue which supports the agency's Strategic Plan.	
ESSENTIAL DUTIES AND RESPONSIBILITIES	
<ul style="list-style-type: none"> • Collaborate with Executive Director, Program Director, Director of Operations, and Director of Development on comprehensive marketing and recruitment strategies to attract, engage, and mobilize significant numbers of volunteer mentors. • Collaborate with Development Director and Event Coordinator to plan and execute agency events including partnership packets, promotional materials including advertising and social media, external communications and event day execution including scripts, presentations and event collateral. • Collaborate with management team to ensure appropriate representation of Big Brothers Big Sisters at events and with the media. • Assist in the development, implementation, and tracking/analysis of marketing campaigns to build stronger engagement. • Oversee Communications Specialist to ensure timely execution of agency event materials and communications including digital newsletters, print newsletters and the agency website. • Coordinate media relationships, write and send press releases. • Plan and execute social media marketing. • Positively influence partners, the media and public policies to generate volunteers, donors and other resources. • Stay abreast of agency-wide issues and contribute to the development and achievement of the agency's long-term and short-term operating plans. • Attend Agency functions as required. • Fulfill other duties as assigned. 	
CORE COMPETENCIES	HIGH PERFORMANCE INDICATORS
CREATIVITY AND INNOVATION	Able to generate creative ideas to solve problems and improve work methods; applies novel approaches to improve or enhance results; collaborates with team members to share best practices and brainstorm creative approaches; assesses situation to uncover new opportunities to overcome obstacles.
CUSTOMER FOCUS	Able to build strong working relationships with internal and external customers; identifies unexpressed customer needs and potential services to meet those needs; independently anticipates and meets customer needs; prioritizes work in alignment with the needs of the customer; uses knowledge of customer to improve own work results.
GETS RESULTS	Able to demonstrate high personal work standards and a sense of urgency about results to meet goals and deadlines; maintains high performance by viewing failures as learning opportunities and rebounding quickly from setbacks or rejections; persists in the face of repeated challenges; accepts responsibility for the outcomes of his/her own work.
LEAD A SUCCESSFUL TEAM	Able to provide leadership in setting the agency's expected performances levels commensurate with the agency's strategic objectives; coaches, inspires, motivates, and guides others toward goal accomplishment.
RELATIONSHIP BUILDING	Able to build rapport and cultivates effective short and long term relationships with others; adjusts own interpersonal approach to fit others' perspectives, needs, cultures, or styles; recognizes the impact of one's behavior on others; utilizes a range of internal and external networks and resources to meet job responsibilities and reach specific influential people.

STRATEGIC AND VISIONARY LEADERSHIP	Able to think big picture; develop vision and strategies that position the agency for growth; gain commitment from others to achieve the vision.
VALUING DIVERSITY	Able to make diversity/inclusion an integral part of overall long term plan; sponsor/mentor individuals from a variety of backgrounds and perspectives; communicate and enforce a department-wide zero-tolerance policy toward inappropriate, illegal or discriminatory behaviors; hold all managers (including self) accountable for achieving diversity/inclusion goals; make departmental or team changes that enhance workforce diversity. Able to communicate internally and externally that diversity/inclusion is an integral part of how our agency does business.
EDUCATION & RELATED WORK EXPERIENCE	
EDUCATION:	
<ul style="list-style-type: none"> Bachelor's degree from an accredited college/university or equivalent experience in sales, marketing or advertising is preferred, but not required. 	
EXPERIENCE:	
<ul style="list-style-type: none"> 3 - 5 years' experience in marketing, recruiting or sales. Working knowledge of Adobe Creative Suites preferred. 	
SKILLS & KNOWLEDGE	
<ul style="list-style-type: none"> Excellent written/oral communication skills required. Ability to effectively motivate and manage volunteers. Ability to work independently and as a self-starter with a high level of flexibility and exceptional attention to detail. Ability to relate well in multicultural environments. Ability to effectively collaborate with other staff in a team-oriented environment. Entrepreneurial approach to the use of scarce resources. Ability to manage simultaneously for short, mid and long term results. Proven interpersonal and team building skills. Ability to lead complex, multi-component projects to successful outcomes. Ability to negotiate and influence effectively in high impact situations with stakeholders at all levels. Ability to effectively motivate, develop and manage the work of others. 	
OTHER	
<ul style="list-style-type: none"> Must have a valid driver's license and the ability to travel within the community throughout the workday with full time access to an automobile and automobile insurance in the amount required by the state of Wisconsin. Must complete BBBSA online cultural competency training, or a course with the same objectives, within 60 days of hire. 	

Job Responsibilities:

The above statements reflect the general duties, responsibilities and competencies considered necessary to successfully perform the essential duties and responsibilities of the job and should not be considered as a detailed description of all the requirements of the position. Big Brothers Big Sisters may change the specific job duties with or without prior notice based on the needs of the agency.

Equal Employment Opportunity:

Big Brothers Big Sisters of Northeast Wisconsin provides equal employment opportunities to all qualified individuals without regard to race, color, religion, national origin, age, sex, marital status, sexual orientation, gender identity, veteran status or non-disqualifying physical or mental handicap or disability.

Americans with Disabilities Act:

Applicants as well as employees who are or become disabled must be able to perform the essential duties and responsibilities either unaided or with reasonable accommodation. The agency shall determine reasonable accommodation on a case-by-case basis in accordance with applicable law.

ACKNOWLEDGEMENTS	
Supervisor: I have approved this job description and reviewed with my employee.	
Signature:	Date:
Employee: I have reviewed this job description with my supervisor and acknowledge receipt.	
Signature:	Date:

Marketing and Communications Director 08/2019