

## **Big Brothers Big Sisters of Southwest Washington**

**Job Title:** Marketing and Development Coordinator

**Salary:** Competitive salary and benefits package.

**Hours:** 32-40/week

**Our Mission:** Provide children facing adversity with strong and enduring, professionally supported one-to-one mentoring relationships, changing their lives for the better, forever.

**Job Summary:** The Marketing and Development Coordinator is responsible for managing the day to day marketing activities of the organization and long term marketing strategy for the agency overall while also playing a key role in the planning and execution of all agency fundraising events.

### **JOB RESPONSIBILITIES:**

- Develop the marketing strategy for the agency in line with overall vision of the agency and National Standards
- Creation and publication of all marketing materials
- Overall responsibility for brand management and agency identity to community
- Preparation of online and print marketing campaigns
- Monitor and report on effectiveness of marketing communications
- Create social media content for all agency digital platforms
- Develop and design event specific marketing materials
- Manage agency website content using WordPress
- Serve as event lead for at least one agency major fundraising event while also supporting all other events
- Manage special event software, Compass 360
- Assist in securing agency event sponsorships and individual donors
- Coordinate with outside partners to ensure agency is marketed regularly and in a positive light

### **JOB QUALIFICATIONS**

- Bachelor's degree required
- Event planning and execution experience preferred
- Excellent oral and written communication skills reflecting solid customer service
- Proficiency in Adobe Creative Cloud software, or ability to learn
- Ability to multi-task and work independently in fast paced environment with heavy workload while exercising good judgment, decision making and problem solving skills
- Excellent organizational and time-management skills
- Excellent attention to detail

## **REQUIRED SKILLS AND ABILITIES**

### **Customer Focus**

Dedicated to meeting the expectations and requirements of internal and external customers; obtains first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect; ensures customers feel they have been listened to; establishes credibility quickly.

### **Interpersonal Savvy**

Highly relatable; builds appropriate rapport; practices active listening; builds constructive and effective relationships; deals effectively with diversity; uses diplomacy and tact; capable of diffusing difficult situations comfortably; manages frustration appropriately; is easy to approach and talk to; spends the extra effort to put others at ease.

### **Organizational Ability**

Can marshal resources to get things done; orchestrate multiple activities at once to accomplish a goal; uses resources effectively and efficiently; arranges information and follows established process.

### **Results/Outcome Oriented**

Is motivated by results; can be counted on to meet and exceed goals successfully; bottom-lined oriented; pushes self for results; sets clear objectives and measures, monitors process and progress; brings forward innovative practices and suggestions for improvements.

### **Promotes Vision and Mission**

Effectively promotes the agency mission and vision, internally, as well as with the broader community.

*The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and required skills. Job Description may be subject to change to meet the needs of the organization.*