



**BOYS & GIRLS CLUBS
OF WEST CENTRAL MISSOURI**

POSITION DESCRIPTION

TITLE:	Special Events & Marketing Director
PROFILE SOURCE:	Professional
DEPARTMENT:	Development
REPORTS TO:	Director of Development / Chief Executive Officer
FLSA STATUS:	Exempt

PRIMARY FUNCTION:

The Special Events & Marketing Director is an integral part of the Resource Development Team, providing leadership and direction in identifying and creating opportunities to build public awareness of Club services, programs and activities. Working with the Chief Executive Officer, Director of Development and Board of Directors, the Special Events & Marketing Director will plan and coordinate events to meet fundraising goals and oversee the Club's marketing goals.

KEY ROLES:

Leadership:

- Plan and implement special events, working with the RD Team to ensure fundraising goals are met and the event is a success
- Act as a storyteller of the Club, including member moments, program highlights, events and other fundraising opportunities

Strategic Planning

- Design and implement a strategic marketing plan and budget for the organization and events
- Design and implement a strategic events plan and budget for the organization
- Identify and evaluate opportunities to improve marketing and special events

Resource Development

- Manage administrative systems to track expenses, record direct and indirect revenues and recognize contributions
- Design and promote special events that focus awareness on Club activities, engage community support and generate revenue
- Develop strategic alliances with community and business leaders, local officials, other youth serving organizations, members, parents, families, funders, and community organizations
- Prepare reports for the Resource Development Committee
- Establish and maintain positive working relationship with local media, including preparing press releases and acting as a Club representative in interviews

Marketing & Public Relations

- Establish and maintain positive working relationship with local media, including preparing press releases and acting as a Club representative in interviews

ADDITIONAL RESPONSIBILITIES:

- May be assigned special projects periodically by the Director of Development and CEO
- Requires some evening and weekend work to prepare for, and attend, Club programs and fundraising events
- Inform others about the Club by serving as a goodwill ambassador, advocate and spokesperson for the Club in formal and informal networks and accepts gifts on behalf of the Club.
- Perform all other duties that may be necessary to carry out the purpose of the mission of the Club

RELATIONSHIPS:

Internal: Maintains contact with the Executive Director, Director of Development, Assistant Director of Development, Director of Operations, Operations Staff, Board of Directors, volunteers and Club members for the purpose of exchange of information, to provide progress reports regarding activities and planning marketing strategies.

External: Maintains contact with potential and current investors; external community groups, parents, school officials, and others as required for the advancement and betterment of the Club. Maintain oral and written contact with other agencies, business leaders, community groups, board of directors of such organizations and the media for the purpose of exchanging information on development and fundraising ideas.

SKILLS/KNOWLEDGE REQUIRED:

- Bachelor's degree in Marketing, Communications, Business Administration or related field
- Minimum two years' experience in fundraising and/or marketing field, preferably for a non-profit agency, or equivalent experience
- Experience with storytelling, planning and executing a marketing campaign
- Knowledge of Canva preferred
- Extensive knowledge of social media platforms, including Facebook, Instagram and LinkedIn, including editing video and overseeing marketing and ad campaigns
- Experience with photography a plus
- Communication Skills – excellent at informing, listening, presenting, writing, and oral communication
- Leadership Skills – developing commitment, facilitation, team building, negotiation, problem solving, decision making and delegation
- Relationship Skills – meeting skills, networking, relationship building, establishing and maintaining effective working relationships with the Club staff, board members, community groups, volunteers and other related agencies.
- Highly organized, detail orientated, self-initiator able to handle multiple projects simultaneously in a fast-paced environment

PHYSICAL DEMANDS:

Ability to sit in meetings for long periods of time. Ability to work effectively using a computer for long periods of time

DISCLAIMER:

The information presented indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications, and objectives required of employees assigned to this job. Contents may be subject to change to meet the needs of the organization.

Signed by: _____
Incumbent **Date**

Approved by: _____
CEO **Date**