



BOYS & GIRLS CLUB
OF COLLIER COUNTY

Position Posting

TITLE: Marketing Manager

PERFORMANCE PROFILE SOURCE: Resource Development Professional

REPORTS TO: Resource Development Director

CLASSIFICATION: Exempt Non-Exempt

POSITION SUMMARY:

Under the leadership of the Resource Development Director, this individual supports a process to develop and maintain a positive reputation for the organization that results in increased marketing and brand awareness with responsibility for executing communication strategies; coordinating marketing activities; and increased media coverage for the organization.

QUALIFICATION REQUIREMENTS:

Educational Qualifications and Skills Required:

- Bachelor's degree in Marketing, Communications or a related field.
- Minimum of three years development experience is preferred.
- Proficiency in Microsoft Word, Excel, Access and PowerPoint
- Graphic Design Programs and Web Applications experience is preferred.
- Superb time management, organizational skills, and the capacity to work under pressure to meet deadlines.
- Ability to simultaneously accomplish multiple tasks while working in a fast-paced environment.
- Strong communication ability (both oral and written forms) and human relations/interpersonal skills with the ability to explain technical concepts efficiently and clearly.
- Ability to take initiative, prioritize duties, and work independently while functioning as a key team member.
- Strong attention to detail is essential. Must have excellent proofreading and editing skills with meticulous concern for accuracy, detail, and appearance.
- Experience in the public or nonprofit sector. Knowledge of youth development issues to support the mission of Boys & Girls Clubs is preferred.
- Positive team attitude.
- Some evening and weekend hours required to work on special events with minimal travel.
- A working knowledge of marketing in a nonprofit setting.

KEY ROLES

- Manages and executes marketing requests for Club related activities.
- Manages relationships with marketing vendors to execute printing and mailings for fundraising events and Club initiatives.
- Supports the Resource Development Director in providing direction to independent consultants on the concepts and designs for all printed and digital collateral for fundraising events and organization websites.
- Assists with crafting messaging (electronic and printed) for Club initiatives and fundraising events across all media channels.
- Assists with maintaining public relations, marketing and communication relationships.

ADDITIONAL ACCOUNTABILITIES:

Relationships

Internal: Maintains contact with the Club staff, volunteers, and Club members.

External: Maintains contact with local media, external community groups, and others as required.

Travel:

Travel estimated at approximately 5-7% (up to 3-4 days in a month – including weekends – depending upon scheduling requirements). The individual selected for this position must possess and maintain a valid driver's license and be able to navigate using a map or other directional methods. Ability to travel by car, airplane or other modes of required transportation.

DISCLAIMER:

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

To Apply:

Qualified interested candidates will send cover letter, resume and salary requirements to Jaime Buitrago, Human Resources. Position will remain open until filled.

EOE/DFWP/SFWP