



**BOYS & GIRLS CLUBS**  
OF ST. LUCIE COUNTY

## **JOB DESCRIPTION**

### **DIRECTOR OF MARKETING & PUBLIC RELATIONS**

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#### **1. INTRODUCTION**

The purpose of this job description is to report the functions, requirements, working conditions, and office responsibilities of the Director of Marketing & Public Relations. This position reports directly to the Vice President of Resource Development.

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#### **2. ESSENTIAL FUNCTIONS**

This position is responsible for the management and coordination of all marketing and public relation plans. In addition to acting as a community liaison for the Club.

- Continuously develop and implement marketing and public relations strategies designed to build appreciation and support of Club programs, services, special events and activities, increase participation of youth in our programs and our overall number of volunteers.
- Create marketing materials to include but not limited to newsletters, public service announcements, flyers, brochures and annual report.
- Write and submit press releases, photos and alerts to local media, newsletters, blogs and chambers.
- Manage all social media activity (e.g. Facebook, Twitter, Instagram, YouTube); regularly updates and posts to Club sites; creating content and updating photos
- Manages regular updates of Club website
- Coordinates donor and event mailings as well as other marketing and development mailings.
- Contributes to attaining financial support by increasing membership and building the Club's base of support through marketing and public relations campaigns
- Evaluate success of strategies, materials, and media and modify as necessary
- Manage all marketing and public relations expenditures against budget. Manage vendors and freelance consultants to ensure timely, cost-effective delivery of products and services
- Attend Chamber and community events and ribbon cuttings regularly
- Secure sponsorships, auction items, and media sponsors for special events.
- Recruit committee members for events and volunteers for Club needs.
- Identify opportunities to promote Club services, programs, and activities to specific constituents or the public at large
- Organize and host presentations and customer visits to heighten awareness of the Clubs (Club Tours)
- Develop collaborative partnerships and maintain regular contact with Club staff, volunteers, members, parents, supporters, other Clubs, media contacts, consultants, vendors, and other non-profit organizations to establish professional links within the community.
- Work closely with Director of Special Events to ensure timely promotion of events and recognition is provided to donors, members, families, alumni, community leaders, business partners, volunteers etc.
- Maintain donor and supporter databases keeping contact information up to date entering all donor funds received

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#### **3. OTHER FUNCTIONS**

- Support other projects as needed
- Completes any additional assignments as requested by the management staff

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#### **4. MINIMUM JOB REQUIREMENTS**

## **EDUCATION / EXPERIENCE**

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- Bachelor's degree from an accredited college or university preferred.
- A minimum of three years' work experience in a non-profit agency setting, specifically in the fundraising field, sales/marketing, or equivalent experience

## **SKILLS/KNOWLEDGE**

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- Must have positive work ethic, attention to detail, strong initiative and be reliable
- Ability to work independently and with a team, multitask, and lead a team of diversely skilled employees
- Adjust direction and priorities within a fast paced and multi-faceted work environment
- Proven ability managing multiple priorities; strong organization, detail and process management orientation
- Working knowledge of office equipment
- Strong proficiency with computers, desktop publishing, data base entry and full Microsoft Office suite, email, and internet- Adobe Photoshop experience preferred
- Ability to read, analyze, and interpret data and information and apply appropriate judgment
- Demonstrated ability to work independently without supervision; ability to make decisions independently
- Ability to handle confidential information with discretion; High level of professionalism and diplomatic etiquette
- Above average interpersonal skills; ability to work with and through people at all levels to accomplish goals
- Ability to retain information and utilize critical thinking skills
- Must be a self-starter and demonstrate an ability to learn quickly
- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Passion for providing extraordinary customer service; company brand ambassador
- Honed analytical skills, and demonstrated ability to provide insight and guidance
- Strong oral and written communication skills
- Effectively manages multiple priorities, as well as effective organizational and time management practices
- Self-starter with the ability to work in a fast-paced environment with critical deadlines
- Ability to interact with all levels of management and team members
- Experience managing client and vendor relationships
- Experience project manager with excellent follow through skills
- Ability to thrive in a fast-paced, team environment
- Superior oral, written, and presentation skills
- Culturally astute and sensitive, while being able to confidently ask the right questions
- Think analytically and produce written reports

## **TRAVEL**

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Some travel may be required for training and/or other business purposes

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## **5. WORKING CONDITIONS**

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Fast paced work environment; flexibility to working schedules may be required due to changing business demands. General office conditions is the standard work environment (standing, sitting, and walking). An equal opportunity employer and a smoke, drug and alcohol free workplace

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## **6. OTHER**

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Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time with or without notice