



Big Brothers Big Sisters

Little Moments. Big Magic.™

JOB DESCRIPTION

Position Title: Marketing & Events Coordinator	Job Code:	Overtime Status: Exempt
Department:	Location:	
Reports To: Director of Development	Number of People Supervised: 0	

POSITION PURPOSE

Position Summary: To provide support to direct-line fundraisers within the development program:

- Managing engagement opportunities with donors
- Creating special events as directed by the Director of Development
- Working with staff and volunteers to organize events, providing direct support to event hosts
- Coordinating all event details, logistics and marketing
- Working with development staff and organization leadership to create attendee briefings and event messages

ESSENTIAL DUTIES AND RESPONSIBILITIES (IN PRIORITY ORDER)

To plan, implement and evaluate direct-line fundraisers within the development program.
To manage relationships with communication consultants as needed.
To create and execute a marketing strategy for each event
To create and execute follow up strategy after each event
Track and evaluate results of fundraising efforts. Provide profit & loss reports for all fundraisers and forecast returns on upcoming efforts.
Adhere to the agency's beliefs and values in all job-related activities.
Participate in Agency events and perform additional tasks assigned by the CEO, COO, Director of Development.
To coordinate all aspects of event preparation for fundraisers, acting as a first-line troubleshooter, answering questions and actively participating in event as needed.
To work with Director of Development for sponsorship acquisition related to special events
To provide development staff with suggested follow-up with attendees, as needed.
Promote positive relations with partners, vendors, and media personnel.
Maintain knowledge of Big Brothers Big Sisters of America marketing opportunities and incorporate into strategic plan, when applicable.
Other duties as assigned



EDUCATION & RELATED WORK EXPERIENCE

Education Level:

(minimum & preferred educational requirements necessary to perform this job successfully)

Bachelors Degree is required.

Years of Related Work Experience :

(minimum & preferred related work experience necessary perform this job successfully)

2 to 3 years of successful customer service, project management or grassroots campaign experience preferred.

SKILLS AND KNOWLEDGE

	Required	Preferred
Goal-driven approach to work with a demonstrated ability to develop a rapport with individuals from diverse sectors.	X	
Demonstrated success in project management.	X	
A strong command of computer skills (Gmail, MS Word, Excel, Publisher and PowerPoint) is required.	X	
Ability to successfully work in a team environment.	X	
Enthusiasm, positive sense of humor and can do attitude.	X	
Must be a self-starter, highly organized and possess strong leadership and consensus building skills	X	
Excellent communications skills emphasizing the ability to listen and hear others	X	
Possess superb organizational and time management abilities	X	
Thrive in a dynamic environment, be open to new ideas, and have the ability to analyze a variety of media for effective communications.	X	
Demonstrate an ability to organize complex materials, manage more than one project at a time, and communicate comfortably in a professional setting	X	
Must work with a high degree of flexibility, accuracy, and attention to detail in a fast-paced environment with numerous deadlines and pressures.	X	
Have professional maturity to respond to urgent matters and/or crisis situations, as needed.	X	
Be genuine in a commitment to the fulfillment of the agency mission.	X	

TRAVEL REQUIREMENTS

**50% of
work time**

Must be able and willing to travel as needed (generally locally)
Must have car, valid driver's license and meet state required automobile insurance minimums.

WORK ENVIRONMENT/PHYSICAL REQUIREMENTS

(Describe any specific work place conditions and/or physical abilities that are related to and/or required by this job)

- The ability to travel and work outside regular business hours, including some evenings and weekends
- Must be able to complete the tasks required as L-Light Work under the Department of Labor guidelines.



Core Competencies	High Performance Indicators
Creativity & Innovation	Able to generate creative ideas to solve problems and improve work methods; apply novel approaches to improve or enhance results; collaborate with team members to share best practices and brainstorm creative approaches; assess situations to uncover new opportunities or overcome obstacles.
Gets Results	Able to demonstrate high personal work standards and a sense of urgency about results to meet goals and deadlines; maintain high performance by viewing failures as learning opportunities and rebounding quickly from setbacks or rejections; persist in the face of repeated challenges; accept responsibility for the outcomes of his/her own work.
Relationship Building	Able to build rapport and cultivate effective short and long term relationships with others; adjust own interpersonal approach to fit others' perspectives, needs, cultures, or styles; recognize the impact of one's behavior on others; utilize a range of internal and external networks and resources to meet job responsibilities and reach specific influential people.
Flexibility & Achieving Change	Able to adapt to shifting priorities in response to the needs of external clients; quickly recognize situations/conditions where change is needed; work to clarify situations where information, instructions, or objectives are ambiguous; support organizational change.
Influencing	Able to persuade and enlist others' support in accomplishing objectives; effectively "sell" benefits of service to others; use data, logic and/or customer testimonials to influence others; develop effective working relationships with others who can help promote acceptance of own ideas; use different influence approaches as appropriate.
Planning & Organizing	Able to create and execute a plan of action to meet targets; balance the need for long term planning with short term objectives; avoid wasting time and resources on tasks that yield low value; monitor the progress and impact of assignments.
Valuing Diversity	Able to seek out and work effectively with others who have diverse perspectives, talents, backgrounds, and/or styles; contribute to a team climate in which differences are valued and supported; challenge any stereotyping or offensive comments; seek and respond to feedback from others about his/her own behavior that might be perceived as biased.
Strategic Alignment	Able to align own work objectives with the organization's strategic plan or objectives; take organizational priorities into consideration when making choices and trade-offs in own work; act with an understanding of how the community drives/affects the business; maintain perspective between the overall picture and tactical details.



Equal Employment Opportunity

BBBSA provides equal employment opportunities to all qualified individuals without regard to race, creed, color, religion, national origin, age, sex, marital status, sexual orientation, 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 & responsibilities either unaided or with reasonable accommodation. The organization shall determine reasonable accommodation on a case-by-case basis in accordance with applicable law.

Job Responsibilities

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

ACKNOWLEDGEMENTS	
Creation Date:	Revision Date:
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:
CEO:	
Signature:	Date: