



## Job Description

**Title:** Marketing & Community Outreach Coordinator

**Reports to:** Vice President of Programs

**Key Responsibilities (include but are not limited to):**

- Deploy successful communication and engagement strategies and own their implementation from ideation to execution
- Assist with a variety of marketing channels – branding, marketing communications, event management, publicity, social media, recruitment and fundraising campaigns, and suggest other options that might benefit the organization
- Create valuable and engaging content for our website, email marketing, and social media that attracts and converts the target audience
- Assist with building strategic relationships and partner with key industry players, agencies and vendors
- Measure and report performance of marketing campaigns, gain insight and assess against goals
- Assist with annual events and fundraisers to achieve fundraising and outreach goals – manage communications around the event
- Support the annual Bowl for Kids Sake fundraiser to achieve fundraising and outreach goals – manage all communications around the event
- Support the annual golf tournament to achieve fundraising and outreach goals – manage budget, logistics, volunteers, donors and all communications around the event
- Assist with all other agency events and awareness campaigns
- Assist with agency initiatives as needed
- Interview current and former Big Brothers, Big Sisters, Little Brothers, Little Sisters and their family members for potential stories
- Participate in discussions around marketing communications and strategies
- Other duties assigned by the President & CEO