

GREAT FUTURES START **HERE.**



BOYS & GIRLS CLUBS
OF MUNCIE

TITLE: Digital Marketing Specialist
DEPARTMENT: Resource Development
REPORTS TO: Director of Resource Development
FLSA STATUS: Full-time, Exempt
SALARY RANGE: \$36,000 to \$37,500

HIRING TIMELINE: Job posted the week of 1/10/2022 through 1/23/2022
First round interviews the week of 1/24/2022
Second round interviews the week of 1/31/2022

START DATE: 2/14/2022

PRIMARY FUNCTION:

The Digital Marketing Specialist (DMS) is responsible for sharing the story of the Boys & Girls Clubs of Muncie through written, digital, and in-person communications. By engaging and motivating our audience, the DMS will support our revenue goals to meet the needs of the organization. As our Clubs are in a place of growth, we are seeking a dynamic individual who understand multi-channel marketing and it able to convey Club messaging and impact in the creative and interesting ways in order to grow our base of supporters and friends. The DMS is an essential part of our Resource Development (fundraising) team.

KEY ROLES (Essential Job Responsibilities):

- Create flyers utilizing Canva to support the promotion of upcoming programs and services to current and prospective Club families.
- Manage the organization's social media accounts (Facebook, Twitter, and LinkedIn) and help to develop and drive our social media strategy.
- Create targeted marketing e-campaigns utilizing Bloomerang to inform donors and prospective donors of Club programs, services, events, and other offerings.
- Create brochures, postcards, banners, and other print and digital collateral to support expanded community awareness of the benefits of Club membership for youth.
- Identify opportunities and execute strategies to increase awareness of Club programs, services, and opportunities for partnership within Muncie and beyond.
- Maintain relations with local media outlets – newspapers and radio – through the regular dissemination of press releases with an aim to inform and inspire.
- Support the planning for and implementation of signature annual fundraising and stewardship events through the preparation save the dates and invitations, signage, program books, etc. under the direction of the Director of Resource Development and outside vendors.
- Support the production of the organization's Annual Report and other high-level stewardship collateral under the direction of the Director of Resource Development and outside vendors.
- Manage the organization's website, ensuring accuracy, relevance, and visual appeal.
- Be a regular presence in our Units to capture photos and other content to support marketing and communications efforts.
- Use Boys & Girls Clubs of America's marketing calendar to manage appeals from corporate partners and track marketing efforts.

ADDITIONAL RESPONSIBILITIES:

1. May be required to drive Club van.
2. Provides timely response to requests for information, service, and assistance.

RELATIONSHIPS:

Internal: Maintain close, daily contact with Senior Leadership, Club members, and supervisor to receive/provide information, discuss issues and advise/counsel.

External: Maintain contact with external community groups and others to assist in resolving problems.

MINIMUM QUALIFICATIONS:

- Bachelor's degree from an accredited institution or equivalent.
- 1-3 years of work experience in graphic design, social media, public relations, marketing, or media relations. College agency or student media experience will be considered.
- Demonstrated ability to multi-task working with deadlines; manage multiple projects simultaneously.
- Good communication, presentation and writing skills with the ability to understand and connect with intended audiences.
- Experience with graphic design that includes a solid understanding of technology and demonstrates a strong knowledge of computers and software applications such as, but not limited to Adobe Creative Suite, Canva, WordPress and Microsoft Office.
- Experience with Canon, EOS Rebel T7i digital camera
- Ability to lift and move equipment up to 25 lbs.
- Computer use for extended periods of time.
- Personal qualities of integrity, credibility, and discretion about confidential matters.

PREFERRED QUALIFICATIONS:

- Bachelor's degree in public relations, graphic design, marketing, or related field from an accredited institution.
- General knowledge of and experience working with at-risk populations
- Ability to juggle multiple projects and work independently, as well as with others, in a collaborative, team environment

PHYSICAL REQUIREMENTS/WORK ENVIRONMENT:

Please evaluate and describe any physical skills, abilities or working conditions required to perform the essential duties of this position, as required by the Americans with Disabilities Act.

The following statements regularly apply to the position:

- Employee is required to possess a valid driver's license and is occasionally required to transport members in a company vehicle
- Occasionally required to travel to other Boys & Girls Club units & sites within the community using personal motor vehicle
- To accomplish the position functions, individual is required to work:
 - Irregular hours - Occasionally
 - Afternoons/Evenings - Occasionally
 - Weekends - Rarely

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 to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications, and objectives required of employees assigned to this job.

Signed by: _____
Incumbent Date

Approved by: _____
Director of Resource Development Date

Reviewed by: _____
Chief Executive Officer Date