

Marketing & Communications Manager - Big Brothers Big Sisters of Dane County**Exemption: FLSA Exempt****Salary: Minimum \$48,000, negotiable based on experience**

At Big Brothers Big Sisters of Dane County, our mission is to build and support one-to-one relationships that ignite the biggest possible futures for youth, and strengthen the youth mentoring field through evidence-based mentoring services, collaboration and advocacy. BBBS is seeking a Marketing & Communications Manager to lead and implement a dynamic and engaging marketing strategy to elevate the awareness of the organization and push the BBBS brand forward.

The Marketing & Communications Manager will be joining a forward-thinking team headed by Sandy Morales. Under her stewardship, Big Brothers Big Sisters of Dane County was the winner of the 2017 Big Brothers Big Sisters of America Gold Standard Award, which recognizes the hard work of both leadership and staff to provide high-quality programming for the community we serve while continuing to grow our service-based model.

This career professional will be a key driver in BBBS' strategic goal of increasing donations and volunteer participation among a growing multicultural market base. The ideal candidate will be a solutions-oriented self-starter who approaches their work with an eye for storytelling and creating campaigns with the widest possible impact. They will be able to build brand identity and awareness for BBBS among external audiences, ensuring consistent image and identification with the brand across all marketing and communications efforts. They will leverage their industry experience and their ability to analyze data to grow a digital marketing strategy that engages target markets in a manner that's equally authentic and engaging. This energetic team player will report directly to the Director of Development.

Areas of Responsibility**Marketing and Communications Coordination**

- Collaborates with key stakeholders to plan, develop, and deliver digital and written content that enhances BBBS' image and connects the organization to both current and prospective customers.
- Functions as creative editor to ensure effective use of design and copy, maximizing impact in advertising, direct marketing, collateral materials, websites and landing pages, traditional public relations, emails, blogs, videos, webinars, and memos.
- Serves as project manager for all BBBS marketing projects and campaigns. Collaborates with department leads to design and execute internal and external communication strategies.

Effective Writing and Storytelling

- Shares the impact of mentoring through effective storytelling and writing. Writes, designs, and implements marketing campaigns to grow BBBS volunteer and donor base, particularly within multicultural audiences.

- Collaborates across functional groups to establish clear, tangible objectives while leveraging strategic thinking and engaging storytelling to execute a plan in alignment with larger BBBS strategic goals.

Social Media and Digital Marketing Strategy

- Builds and implements the overall digital marketing strategy by studying relevant indicators and metrics and identifying customers and their current and future needs.
- Brainstorms and executes on new and creative growth strategies in tandem with key stakeholders.
- Designs, builds, and maintains BBBS overall online presence, leveraging strategies to appropriately and effectively engage a diverse audience across various social media and web-based platforms.
- Incorporates digital marketing strategies within existing campaigns to accelerate volunteerism and grow donor base.
- Proactively analyzes performance metrics while identifying opportunities to optimize performance; regularly reports insights to leadership and other key stakeholders as needed.

Volunteer Recruitment

- Supports Director of Programs in creating and executing a marketing plan that aligns with program goals and growth.
- Collaborates with the Director of Programs to grow and develop an increased awareness of volunteer opportunities.
- Works intentionally to seamlessly integrate a multicultural lens to recruitment materials and campaigns.

Audience Segmentation

- Extracts customer and donor data and analyzes profiles to develop market segmentation strategies.
- Develops targeted marketing campaigns based on customer profiles and evolving organizational strategic goals.

Education and Experience Requirements

Minimum three years' experience in marketing, communications, or related field.

Essential Knowledge, Skills, and Abilities

- Demonstrated commitment to Diversity, Equity, and Inclusion with the capacity to use these tenets as a driver for day-to-day and larger strategic initiatives.
- Exceptional written and oral communication skills; able to tell authentic and engaging stories across a wide variety of mediums.
- Proven track record on brand growth and development, particularly among multicultural audiences.
- Demonstrable experience building and growing a digital marketing and communications strategy. Experience in proactively leveraging an online presence (website, email, social media platforms) as a tool to more effectively engage its market base.
- Excellent cross-functional project management skills, with the ability to build consensus and coalition across reporting structures.

- Ability to effectively share creative and innovative ideas to enhance the efficacy and efficiency of services to customers, employees, and external stakeholders.
- Experience in budget planning and preparation, with a particular focus on campaign planning.
- In-depth knowledge of web communication and analytics tools; capacity to produce reports for relevant stakeholder groups.

Preferred Knowledge, Skills, Abilities, and Experience

- Bachelor's in Marketing, Communications, Business, or related field
- Previous graphic design experience, with the ability to tell a story through visual media; working knowledge with Adobe InDesign or MS Publisher
- Previous experience with community and vendor relations
- Fluency in Spanish or Hmong

Applicant Instructions

Please include an **up-to-date resume, cover letter detailing your interest in the position, and contact information for up to three professional references** to hire@bbbsmadison.org.

References will not be contacted without applicant approval. Applications must be submitted by **Wednesday, July 14th at 11:55 PM.**

Employee Benefits

- **Health & Dental** - The Agency offers 95% single + 50% dependent for health insurance and then 100% single + 50% dependent for dental.
- **Vacation/PTO** - 16 days PTO in the first year that includes vacation, sick time, and birthday.
- **Short/Long-Term Disability** - Short-term and long-term disability insurance.
- **Life Insurance** - Employees are provided with life insurance in the amount of twice their annual salary, to a maximum of \$170,000. There is a guaranteed-issue amount of \$140,000.
- **401K Plan** - Following 12 months of employment, the employer will match 50% up to 6% of the employee's contributions, for a maximum employer match of 3%. Employees are 100% vested in their contribution and the contributions of the Agency.
- **Parental Leave** - Full-time and Part-time regular-status employees employed for 52 weeks/12 months may request a continuous leave of absence for up to 12 weeks due to the birth or adoption of a child. The agency will provide 5-8 weeks of paid leave through a combination of Short-Term Disability (where applicable) and pay directly from the agency. The employee may use accrued PTO during the unpaid portion of the leave, if available.