



Big Brothers
Big Sisters.

Marketing & Development Coordinator



POSITION PURPOSE

The Marketing & Development Coordinator (MDC) helps to support the Development Officer by creating a multi-year plan for increasing fundraising event income, engagement in programming events, brand recognition & supports grant income, which informs and supports the agency's plans for growth. The MDC functions as the agency's lead event fundraiser, manages the agency's internal and external marketing and communications, manages in-kind gifts and assists in grant writing when needed, with support from the leadership and development teams.

The MDC is responsible for developing and ensuring successful implementation of the following key elements of the agency's strategic plan: fundraising events; brand management; community engagement; event promotion and attendance; agency website; agency social media; and developing strategic marketing plans within established budgets.

Works closely with the entire leadership team to fulfill agency goals.

Supporting elements include: corporate partnership cultivation and stewardship; budget development and monitoring; documentation; grant management as appropriate.

REPORTS TO

- Development Officer

OVERTIME STATUS

- Non- Exempt



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ESSENTIAL DUTIES & RESPONSIBILITIES

Fundraising & Event Management

- Collaborate with the Development Officer to set and achieve multi-year and annual goals for fundraising events, grants, and marketing efforts.
- Lead the planning and execution of fundraising events, including Bowl for Kids' Sake and Big Magic Breakfast, ensuring strong revenue and participation outcomes.
- Organize and manage program-related tasks such gathering in-kind donations, securing sponsorships for match events and other program related needs and taking charge of our Big Deals program.
- Develop and implement strategies to market and promote fundraising and program events, maximizing community engagement and return on investment.

Marketing, Communications & Brand Management

- Develop and execute a comprehensive communications plan to strengthen the agency's brand, utilizing online and print platforms such as LinkedIn, Facebook, and industry publications.
- Serve as a key resource for agency communication, content creation, and design to ensure brand consistency.
- Oversee the creation, distribution, and maintenance of all print and digital collateral, including newsletters, brochures, videos, ads, annual reports, social media content, and e-newsletters.
- Manage and update the agency website, ensuring content is accurate, engaging, and easy to navigate.
- Support the leadership team by preparing presentations, speeches, and key agency messages.



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ESSENTIAL DUTIES & RESPONSIBILITIES

Strategic Partnerships

- Cultivate, steward and ask corporate partnerships to enhance fundraising and community engagement efforts.
- Develop a thorough understanding of corporate partners' goals, priorities and community engagement objectives, and identify opportunities to align agency programs, sponsorships and volunteer experiences to meet those needs.
- Serve as a primary point of contact for corporate partners, ensuring partnership commitments are fulfilled and relationships are strengthened through ongoing communication, responsiveness and value-driven engagement.

Team Collaboration & Agency Support

- Actively participate in agency teams, including All-Staff, & Development meetings & Community Events.
- Perform additional duties as assigned to support agency growth and mission fulfillment.

KEY PERFORMANCE INDICATORS

- Meet Fundraising Goals & Revenue & Execute Successful Events – Plan and implement high-impact fundraising and programming events that drive revenue growth, increase participation, and align with agency goals.
- Grow Strategic Partnerships – Secure new and renewed company funding to support agency initiatives, meeting or exceeding annual revenue goals.
- Enhance Brand Awareness & Community Engagement – Strengthen agency visibility through strategic marketing, digital presence, and media outreach to increase participation and support.



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SKILLS & KNOWLEDGE

	REQUIRED	PERFERRED
Possess superb organizational and time management abilities.	X	
Valid US driver's license and ability and willingness to travel locally.	X	
A proven track record organizing and implementing special events.	X	
Proficient computer skills	X	
Demonstrate an ability to organize complex materials, work with a high degree of flexibility, accuracy and attention to detail in a fast-paced environment with numerous deadlines and pressures.	X	
Excellent oral and written communication skills including honed reflective listening ability	X	
Demonstrated ability to work independently and as a self starter in a team-oriented environment and work with all groups of agency participants	X	
Be genuine in commitment to the fulfillment of the agency mission	X	
A proven track record in soliciting, acquiring or managing corporate giving	X	



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EDUCATION & EXPERIENCE

EDUCATION LEVEL

- Must have a BA/BS degree in public relations, marketing, communications or other relevant field, or equivalent education and work experience.

YEARS OF RELATED WORK EXPERIENCE

- Minimum of two (2) year's work experience in the non-profit field, sales/marketing, or equivalent area.

WORK ENVIRONMENT & PHYSICAL REQUIREMENTS

- Limited hybrid work flexibility.
- Work schedules for each employee position are determined based on the needs of clients and the agency goals.
- All agency staff are expected to schedule evening/weekend hours, on an as-needed basis.
- Must be willing and able to travel to local communities and neighborhoods.
- Routine office environment with sitting, standing and walking.



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ALIGN WITH OUR CORE VALUES

INTEGRITY FIRST

We choose to do the right thing, and insist that our actions display the components of integrity: honesty, accountability, responsibility, respect, justice and courage.

COMPREHENSIVE SAFETY

We invest time to educate, monitor and ensure that all feel physically, emotionally and socially safe.

POSITIVE IMPACT

We choose actions that provide encouragement, establish trust, instill confidence, demonstrate hard work and provide new opportunities for growth for all stakeholders.

ACCESS, BELONGING & OPPORTUNITY

We believe when every young person has access to a positive mentor, it transforms their lives for the better- empowering them with a strong sense of belonging and the opportunity to achieve their full potential.

BBBS provides equal employment opportunities to all qualified individuals without regard to race, creed, color, religion, national origin, age, sex, marital status, sexual orientation, gender, gender-identity 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.

EMPLOYEE ACKNOWLEDGEMENT

I have reviewed this job description with my supervisor and acknowledged receipt.

Signature:

Date: