



BOYS & GIRLS CLUBS
OF THE UMPQUA VALLEY

POSITION DESCRIPTION

TITLE: Marketing & PR Coordinator

REPORTS TO: Executive Director

CATEGORY: Part-time, non-exempt

PRIMARY FUNCTION:

Work closely with the Executive Director, Development Director, Board of Directors and staff to identify and create opportunities to build public awareness of Club services, programs and activities.

JOB RESPONSIBILITIES:

Marketing & Public Relations

- Work with the Marketing & PR Committee to develop and implement public relations strategies designed to build appreciation for and support of Club programs and increase participation by youth and the community at large.
- Work with the program and management staff to adapt or create messages and vehicles for promoting upcoming events or programs to the public and members including e-newsletters, public service announcements, fliers, etc.
- Provide regular updates for friends of the Club (individual, corporate & foundations) including the annual Program Guide, newsletters, Constant Contact e-news and social marketing; update website regularly.

Stewardship

- Participate in planning and coordinating annual stewardship van tours.
- Contribute to developing new and innovative methods to thank Club investors.

Grant Writing & Administration

- Help track status of grant applications, receipting and reporting requirements.
- Assist the research of new foundation funding opportunities; coordinate grant writing efforts and ensure timely grant submissions.

SKILLS/KNOWLEDGE REQUIRED:

- Strong written communication skills; ability to write clear, structured, articulate, and persuasive materials and proposals.
- Strong editing skills.
- Attention to detail.
- Ability to meet deadlines.
- Knowledge of fundraising information sources.
- Experience with proposal writing and institutional donors.
- Knowledge of basic fundraising techniques and strategies.
- Knowledge and familiarity with research techniques for fundraising prospect research.
- Strong contributor in team environments

QUALIFICATIONS:

- Experience in a Boys & Girls Club or similar non-profit organization with emphasis on grant-writing, fundraising, marketing, management or public relations preferred
- Superior writing, editing and strong verbal communication skills
- Demonstrated organizational and project management abilities.
- Knowledge of desktop publishing skills, e-mail, word and database programs.
- Experience with photos, graphics, and design.
- Proficient in Adobe Creative Suite applications.
- Experience working in deadline-driven environments.
- Able to work well in a team environment, handle multiple assignments and be attentive to details.