



**BOYS & GIRLS CLUBS**  
OF THE UMPQUA VALLEY

## **MARKETING & SPECIAL EVENTS DIRECTOR OPENING**

**TITLE:** Marketing & Special Events Director

**REPORTS TO:** Executive Director

**CATEGORY:** Full-time, Exempt

### **ORGANIZATION AND LOCATION INFORMATION**

The Boys & Girls Club of the Umpqua Valley (BGCUV) was established in 2001. BGCUV is located in Roseburg, Oregon, the county seat of Douglas County. Douglas County is a primarily rural community located three hours south of Portland, Oregon and approximately one hour from Eugene, Oregon and the Rogue Valley. Douglas County sits between the Coast Mountain Range and the Cascade Mountain Range in close proximity to both the Pacific Ocean and to work-class outdoor activities in the Cascade Mountains, including down hill and Nordic skiing, snowshoeing, mountain biking, hiking and rock climbing. Douglas County is home to the Umpqua watershed which boasts one of the most beautiful rivers in the world and is home to numerous waterfalls, hot springs, hiking and rock-climbing opportunities. The Roseburg area has burgeoning winery and brewery industries along with numerous other recreational opportunities.

BGCUV is a non-profit organization and is part of the national Boys & Girls Clubs of America. We serve children from around Douglas County at the Club and offers responsive programming in other areas around the county. The Club offers youth programs to continue learning after school and during summer break along with, STEAM activities, and programs designed to build social skills, life skills, self-esteem and leadership skills. We also offer healthy lifestyles programming including a learning garden, and sports programs in the areas of flag football, volleyball, basketball and lacrosse.

Our mission is to enable all young people, especially those who need us the most, to reach their full potential as productive, caring responsible citizens.

### **PRIMARY FUNCTIONS:**

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, and develop and implement comprehensive strategic plans for single and multi-year fundraising efforts including events.

## **JOB RESPONSIBILITIES:**

### *Marketing*

- Work with the Marketing 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 Resource Development Committee and Marketing Committee to develop and implement marketing strategies and public relations strategies designed to increase awareness of the Club and increase financial contributions.
- Work with the program and management staff to adapt or create messages and marketing materials to promote upcoming events or programs to the public and members including e-newsletters, public service announcements, fliers, social media content, etc.
- Provide regular updates for friends of the Club (individuals, corporations and foundations) including the annual program information, newsletters e-news and social media, and create and update website content.
- Coordinate photographic, videographic and other media of Club programs, promotions and events for marketing purposes.
- Develop a meaningful relationship with local media contacts.
- Work with Executive Director to write and submit press releases about news and events happening at the Club.

### *Event Coordination*

- Work with the Development Director and the Executive Director to create and update a comprehensive strategic plan for single and multi-year fundraising efforts including special events.
- Plan, chair funding raising committees and execute special fundraising, stewardship and cultivation events. Develop and manage event budgets that will meet the fundraising goal for events and the Club.
- Work with the Director of Development to identify and recruit corporate sponsors and/or target audiences to underwrite event expenses and/or to donate gifts, cash or in-kind services to minimize expenses and maximize profits at events.
- In collaboration with the Development Director and Athletics Director identify and recruit sports sponsorships.

### *Volunteer Coordination*

- Recruit, steward and recognize volunteers for events, fundraising and other Club volunteer opportunities. Maintain and update volunteer contacts and interest areas.
- Schedule volunteers to events and other Club activities.

### *Stewardship*

- Contribute to developing new and innovative methods to thank Club supporters and donors.

### *Additional Responsibilities*

- Attend staff meetings and Club sponsored events.
- Special projects as assigned by the Executive Director, including potentially grant research and writing.
- Serve as a goodwill ambassador, advocate and spokesperson for the Club.
- Provide assistance and coverage to the Development Director.

### **QUALIFICATIONS, SKILLS AND KNOWLEDGE REQUIRED:**

- Marketing/Graphic Design degree or equivalent experience and education. Preference will be given to demonstrated graphic design skills and marketing.
- One or more years of progressively responsible experience in graphic design, marketing and public relations.
- Excellent project management, administrative and organizational skills.
- Strong written communication skills; ability to write clear, structured, articulate, and persuasive materials and proposals.
- Strong editing skills, demonstrated attention to detail, ability to manage multiple priorities, and ability to meet deadlines.
- Knowledge and meaningful experience with desktop publishing applications and Microsoft Office Suite products.
- Demonstrated ability to work well in a team environment.
- Be able to meet physical demands of event planning and execution.
- Work evenings and weekends to execute events.
- May be required to use personal vehicle in the course of employment with reimbursement.