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## ***Position Available***

Name of Organization: Big Brothers Big Sisters of Central Carolinas  
Title of Position: Director of Marketing and Communications  
Date Position Available: Immediately  
Position Reports To: CEO  
Position is: Full-Time (40 hrs/week)

### **About Us:**

**Mission:** To provide children facing adversity with strong and enduring, professionally supported one-to-one relationships that change their lives for the better, forever.

**Vision:** All Children achieve success if life.

Big Brothers Big Sisters partners with individual donors, foundations, corporations, government and others to build the critical network of support that funds and enables the work of carefully matching children with caring adult mentors and providing ongoing support to the child, volunteer mentor and child's family. Big Brothers Big Sisters targets children who need us most, including those living in single parent homes, growing up in poverty and coping with parental incarceration. More than 1,500 Matches (Bigs & Littles) get together regularly in the Central Carolinas region, creating and building life-changing friendships. Research proves that children enrolled in Big Brothers Big Sisters programs are more likely to improve in school and in their relationships with family and friends, and less likely to skip school or use illegal drugs or alcohol. Big Brothers Big Sisters of Central Carolinas has been recognized as a leader in the non-profit industry and in the BBBS network; winning the National BBBS Gold Standard Award and, locally, the Mayor's Mentoring Alliance Large Agency Best Practices award the last four years in a row. Our Development Team works hard to create unique, positive, memorable experiences for our volunteers, supporters and event participants. We deeply value the relationships created and the dollars generated from each of our donors, large or small.

### **Position Summary:**

Director of Marketing and Communications will develop and execute a best in class communication plan for Big Brothers Big Sisters of Central Carolinas (BBBSCC), with both an internal and external focus. Managing communications and a broad range of public relations activities that promote, enhance and protect the organizations' brand, advance the agency's position with relevant constituents, drive boarder community awareness and forward our strategic direction.

- Develop and execute an integrated strategic marketing and communication plan to achieve agency objectives by advancing BBBSCC's brand identity; increasing awareness of its programs
- and priorities; and increasing its visibility across key stakeholder audiences.
- Capitalize on opportunities such as National Mentoring Month and National Volunteer Week to position BBBSCC as the premier youth –serving organization in Charlotte, Cabarrus and York County.
- Create public relations strategy that will allow BBBSCC's leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers
- Work with leadership team and staff to recognize internal and external communications opportunities and solutions. Define and execute appropriate strategies to support them
- Identify unique and cost effective ways for BBBSCC to communicate with its target audiences. Desired focus is on using social media.
- Provide leadership and direction for the Marketing Committee and serve as an agency leadership team member. Assist in develop and execution of agency wide tactical and strategic direction.
- Maintain knowledge of Big Brothers Big Sisters of America (national) marketing opportunities and incorporate into local plan, when applicable
- Develop metrics to evaluate the success of communications activities and initiatives. Produce and analyze data and reports as needed.
- Responsible for editorial direction, design, production and distribution of all organization materials including print and electronic assets.
- Coordinate media interest in the organization and ensure regular contact with target media and appropriate response to media requests.
- Act as the organization's representative with the media. Prepare Executive Director and other appointed media representatives for media interviews and appearances.
- Oversee regular and relevant market research. Monitor trends.

Qualifications:

- a. Bachelor's Degree
- b. 3-5 years' experience required in marketing and communications

Required:

- a. College graduate – Bachelor's degree in Marketing, Communications, Journalism or English.
- b. Good oral and written communication skills
- c. Demonstrated attention to detail
- d. Experienced user of Microsoft Office and Adobe products
- e. Good organization and time-management skills

Application Procedures and Special Instructions:

Interested applicants should submit a cover letter, resume, and contact information for three professional references, via email, to: [careers@bbbscentralcarolinas.org](mailto:careers@bbbscentralcarolinas.org)

For more information, visit: [www.bbbscentralcarolinas.org](http://www.bbbscentralcarolinas.org)