



Position Available

Title of Position: Marketing and Communications Manager
Date of Position Available: Immediately
Position Reports To: CEO
Position is: Full-Time (40 hrs/week)

About Us:

Mission: To create and support one-to-one mentoring relationship that ignite the power and promise of youth..

Vision: All youth achieve their success in life.

Big Brothers Big Sisters of Central Carolinas 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 BBBSCC 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:

Marketing and Communications Manager 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.

Essential Duties/Responsibilities:

Specifically the Marketing and Communications Manager will:

- 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.
- Other duties as assigned

Education and Years of Work Related Experience

Required:

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

Qualifications:

- a. Bachelor's Degree in journalism, communications
- b. 3-5 years' experience required in Marketing and Communications, communications planning, writing editing, and production of newsletters, press release, annual reports, marketing literature, and other print publications.

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

For more information, visit: www.bbbscentralcarolinas.org