



**Big Brothers Big Sisters**  
of Metropolitan Chicago

**Position: Digital Marketing and Events Coordinator**

**Reporting Relationship:** Manager Marketing and Communications

**FLSA Classification:** Exempt

### **ABOUT BBBSMC:**

Big Brothers Big Sisters of Metro Chicago (BBBSMC) is a mission driven organization that provides high quality 1:1 mentoring services to 1,900 of Metro Chicago's most at-risk children across four counties: Cook, DuPage and Lake Counties in Illinois and Indiana. We make meaningful, monitored matches between adult volunteers ("Bigs") and children ("Littles") between the ages of 7 and 14 and our programs are proven to keep kids in school, out of trouble and on the path to post-graduate success. As a non-profit organization, private contributions from corporate partners, foundations and individuals provide 90% of the revenue upon which BBBSMC builds programming. Learn more at [www.BBBSCHGO.org](http://www.BBBSCHGO.org).

### **Position Summary:**

The Digital Marketing & Events Coordinator will manage Big Brothers Big Sisters of Metropolitan Chicago's (BBBSMC) online and social media presence, as well as execution efforts for the agency's fundraising event portfolio.

The position combines creative communication skills and technical savviness to devise, implement, and manage BBBSMC's online marketing efforts, using the latest web and marketing systems to capitalize on current trends. This role will lead email campaigns and marketing automation to execute clear, concise brand messaging across all online platforms, building and improving the agency's digital communications and engagement strategy, identifying creative approaches to activate and grow a diverse range of audiences.

BBBSMC's annual events include: BIG Bash gala, Spare a Night Out bowling fundraiser, four corporate sponsored golf outings, BBBSMC Graduation Ceremony and Chicago Marathon charity partnership, among other smaller-scale special events.

### **RESPONSIBILITIES – DIGITAL MARKETING**

- **Social Media** - ideate and develop inspiring social content, managing the agency's Facebook, Twitter, Instagram and LinkedIn channels

- **Manage BBBSMC Website** - develop web content, ensuring all content is up to date and the website performs at optimal capacity
- **Oversee Lead Generation** – plan, oversee, and execute strategic digital marketing efforts to help recruit new volunteers and fundraising event participants
- **Analyze Trends** - stay informed and aware of all the latest developments in digital marketing
- **Create Effective Marketing Campaigns** - create and manage marketing campaigns on multiple digital platforms to boost volunteer recruitment and event participation. Campaigns include but are not limited to email and search engine optimization (SEO) and marketing (SEM) strategies.
- **Report Analytics** - evaluate effectiveness of ongoing digital marketing and event communications through metric tracking and report any successes or shortcomings
- **Editorial Calendar** - assist in the development of an editorial calendar, leveraging segmentation for specific, timely outreach
- **Content Development** - work cross-functionally to determine key individuals for BBBSMC to interview and feature for organization storytelling, developing content for publication in agency e-newsletters, website and social media

#### **RESPONSIBILITIES - EVENTS**

- In collaboration with the Manager of Events & Marketing, assist with the management, planning and execution of 20+ agency events per year, including fundraising events, board and donor stewardship events, mentor recruitment events and occasionally enrichment events for mentors and mentees
- Assist with the selection, contract negotiation, invoicing and payment for partners and vendors, including venues, food and beverage, mobile bidding, A/V, photography, videography and experience/entertainment
- Partner with Manager of Events & Marketing to execute and manage on-site event operations and logistics, including food and beverage, vendor/volunteer/staff management, venue set-up and facilitation of auctions and raffles
- Partner with Manager of Events & Marketing, other members of the Fund Development team and donors and board members, to solicit event sponsorships, develop sponsorship packages and generate leads for potential new events
- Assist with the development and design of marketing strategies and collateral for all events, including marketing and communications calendars, registration websites, social media content and assets, press releases and media communications, invitations and guest communications, sponsorship materials, A/V presentations and signage

## **DESIRED SKILLS & QUALIFICATIONS**

- A passion for the Big Brothers Big Sisters' mission
- Must be proactive with a demonstrated ability to think critically and problem solve
- Possess a creative mind and digital expertise
- Web coding – has a strong understanding of HTML and CSS
- Marketing automation – is well-versed in the world of marketing automation and has a particularly strong understanding of SEO and SEM and how these practices drive engagement
- Social media savvy – familiar with the most current social media platforms and their effectiveness in promoting BBBSMC to targeted audiences.
- Creative writing/editing skills – top notch writing and editing skills are required to create strong, brand-infused copy to reinforce BBBSMC's mission
- Analytical skills – must be able to quantify and analyze campaign results and make recommendations on ways to improve or increase the success of marketing efforts
- Excels at working in a fast-paced environment, meeting concurrent deadlines and effectively managing time and priorities
- Strong communications skills (both oral and written) and a proven ability to communicate effectively with external partners, vendors, donors and board members
- Excellent organization skills for event coordination/planning and publication scheduling
- Dynamic personality and outstanding customer service skills
- Motivated self-starter with the ability to work both independently and as member of a team
- Brings an integrated approach to our digital marketing: creative thinking and storytelling with ability to use data to inform directions and priorities

## **REQUIREMENTS**

- BA or BS degree required, preferably in a marketing or business related field
- Minimum of 2+ years of digital marketing and event planning or event management experience required
- Experience with non-profits and/or fundraising preferred
- Proficiency with the following technology/programs preferred:
  - Microsoft Office (including Outlook, Excel and PowerPoint)
  - Contact Management/Email Marketing System (MailChimp)
  - Development Software/Databases (Classy, Raiser's Edge and/or Salesforce)
  - Adobe (Illustrator and InDesign)
  - SEO and SEM campaign tools (Google Adwords)
  - Content management systems (WordPress)
  - Social media platforms (Facebook, Instagram, Twitter, LinkedIn)

- Ability and willingness to work evening and weekend hours
- Valid IL driver's license required
- Must be able to lift 40 lbs.

**Work Environment:**

This position operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

**If interested in applying, please forward your resume, cover letter and salary requirements to:**

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[bbbschgo.org](http://bbbschgo.org)

Big Brothers Big Sisters of Metropolitan Chicago

Attn: Human Resources

560 W. Lake St., 5th Floor

Chicago, IL 60661

**Equal Opportunity Employer**