Position: Brand Manager
Reporting Relationship: (Interim: Chief Operating Officer)
FLSA Classification: Exempt

ABOUT BBBSMC:

Big Brothers Big Sisters of Metropolitan Chicago (BBBSMC) is an affiliate of the oldest, most respected mentoring organization in the US. We are a mission driven, performance based organization that is professionally managed and provides high quality 1:1 mentoring services to over 2,200 children in Metro Chicago and their families across four counties: Cook, DuPage and Lake Counties in Illinois and Indiana.

As Metro Chicago and Northwest Indiana’s largest donor and volunteer supported mentoring network, Big Brothers Big Sisters makes meaningful, monitored matches between adult volunteers (“Bigs”) and children (“Littles”) from age seven through high school graduation. Private corporate, foundation and individual contributions provide 94% of our revenue base upon which we build programming that meets the needs of each child individually. Our programs are proven to keep kids in school, out of trouble and on the path to post-graduate success. Learn more at www.BBBSCHGO.org.

Position Summary:

The Brand Manager will lead efforts to create connections and build relationships to identify volunteers, youth and families to become involved with the BBBSMC mission. The incumbent will assist with volunteer and youth recruitment through regular face-to-face activities in community, corporate, academic and civic environments to meet and exceed program goals. This position will also lead and manage our Brand Ambassadors to expand our community reach and streamline information from new connections made on behalf of the agency.

Supervisory Responsibilities:

This position is responsible for supervising Brand Ambassadors.

Responsibilities:

1. Manage and direct Brand Ambassadors to create and generate new contacts through the promotion of the agency and its mission to meet recruitment and program goals.
2. Collaborate with all departments to provide feedback, strategy and direction for Brand Ambassadors to ensure maximum exposure within the community for the agency.
3. Conduct strategic research, prospecting and vision setting to ensure we are providing relevant opportunities for our littles, their families, Bigs and engaging the community.
4. Keep abreast of BBBSA agency knowledge and trends by participating in educational opportunities and maintaining professional networks.
5. Collaborate with agency departments to provide leads for recruitment opportunities, new volunteers, event attendees, etc.
6. Track relevant outcomes and progress for reports and grant funding as needed.
7. Assist with diversity and inclusion efforts of the organization.
8. Promote the need for corporate and community involvement both within and outside the BBBSMC network.
9. Additional duties as assigned.

Skills and Qualifications:

- Bachelor’s degree in communications, marketing, social work or related field preferred.
- Minimum 5 years’ experience with volunteer and youth recruitment, partnership development, and/or program management.
- Ability to think strategically and develop and execute a plan to achieve recruitment goals.
- Minimum two years’ supervisory experience.
- Experience in leading meetings and presentations, interfacing with all levels of staff, external partners, volunteers and clients.
- Commitment and drive for working with people from diverse backgrounds.
- Experience with change management through evaluating programs and driving innovative ideas.
- Experience working with diversity and inclusion initiatives preferred.
- Proven experience in networking preferred.
- Excellent organizational, customer service and interpersonal skills.

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:

BBBS Career Page
Big Brothers Big Sisters of Metropolitan Chicago
Attn: Human Resources
560 W. Lake St., 5th Floor
Chicago, IL 60661

BBBS is an Equal Employment Opportunity Employer.