



**FLSA Classification:** Exempt

**Reporting Relationship:** Vice President of Programs

**ABOUT BIG BROTHERS BIG SISTERS OF METRO CHICAGO (BBBSChi):**

**BBBSChi's Mission** is to create and support one-to-one mentoring relationships that ignite the power and promise of youth.

**BBBSChi's Vision** is that all youth achieve their full potential.

BBBSChi is an affiliate of the oldest, most respected mentoring organization in the US. BBBSChi is a professionally managed, mission driven, performance-based organization providing high quality, safe and impactful 1:1 mentoring services to almost 2,000 children/families across four counties in Metro Chicago: Cook, DuPage and Lake Counties in Illinois and NW Indiana.

As Metro Chicago and Northwest Indiana's largest donor and volunteer supported mentoring network, BBBSChi 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 90% of BBBSChi's revenue base, upon which we build programming that meets the needs of each child individually. [Our programs](#) are [proven](#) to keep kids in school, build positive behaviors and on the path to post-graduate success. Learn more at [www.BBBSCHGO.org](http://www.BBBSCHGO.org).

**BBBSChi's Core Value** is that we deeply believe Diversity, Equity and Inclusion is paramount and fundamental to BBBS's success. We all work to build and maintain an inclusive and equitable work environment for our staff, volunteers, and program participants. It is our belief that every staff member should embrace DEI principles in the decision-making process. Therefore, we fully expect the ideal candidate will carry out their function with these core values in mind and treat everyone respectfully, fairly and equitably.

**Position Summary:**

**Execute Recruitment Strategy (75%):**

The Brand Manager will lead and execute activation efforts to create connections and build relationships, targeting potential volunteers, youth and families for new mentoring relationships throughout the BBBS service area.

In partnership with program leadership, the Brand Manager will develop an overall recruitment strategy that focuses on short and long-term plans for identifying potential volunteer and youth sources to ensure an optimal geographic and demographic balance. This position is responsible for providing excellent customer service through living the mission of BBBSChi with every interaction and will work closely with multiple departments to achieve maximum representation. The Brand Manager should be adaptable and comfortable working in a fast-

paced environment focused on growth, relationship-building, and inclusion with excellent networking skills.

**Staff Management (25% on average):**

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.

**Responsibilities:**

1. Stay abreast of organization-wide issues and contribute to the development and achievement of the agency's long-term vision and short-term operating plans.
2. Work closely with the Development department to support corporate partnerships and volunteer recruitment activities.
3. Develop a volunteer and youth recruitment strategy that includes in-person and virtual activities in community, corporate, academic, and civic environments to meet and exceed program goals.
4. Lead weekly recruitment-focused meetings for program team members to strategize recruitment activities and support successful program launches.
5. Manage and direct recruitment efforts to generate new contacts through the promotion of the agency and its mission to meet recruitment and program goals.
6. Collaborate with all departments to provide feedback, strategy, and direction for Brand Ambassadors to ensure maximum exposure within the community for the agency.
7. Conduct strategic research, prospecting and vision setting to engage the community and ensure that youth in need have access to mentorship.
8. Keep abreast of BBBSA agency knowledge and trends by participating in educational opportunities and maintaining professional networks.
9. Collaborate with agency departments to provide leads for recruitment opportunities, new volunteers, event attendees, etc.
10. Track relevant outcomes and progress for reports and grant funding as needed.
11. Assist with diversity and inclusion efforts of the organization.
12. Promote the need for corporate and community involvement both within and outside the BBBSChi network.

13. Additional duties as assigned.

**Supervisory Responsibility:**

The Brand Manager leads a team of two Brand Ambassadors and a Youth Development & Intervention Services Coordinator who engage schools, corporations, institutions, etc. to identify potential mentors and youth interested in Big Brothers Big Sisters. Providing regular support and guidance to the team, the Brand Manager facilitates regular communication between team members and serves as the first point of contact to agency for all recruitment questions and concerns.

The Brand Manager supports the recruitment team to ensure staff meets individual, team, and agency goals and monitors performance using Matchforce.

- Hire, train and supervise recruitment staff according to agency and Big Brothers Big Sisters of America (BBBSA) professional standards.
- Conduct regular team meetings to review recruitment activities, determine targets, and plan next steps.
- Review and approve team activities, logged activations, and inquiry metrics to evaluate team activities and performance.
- Develop and implement performance management systems to ensure that processes and expectations are clear, work is efficient, and activity is carefully documented.

**Skills and Qualifications:**

- Bachelor's degree in business, communications, marketing, social work or related field preferred.
- Minimum 5 years' experience with volunteer and youth recruitment, partnership development, sales, 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. routinely using standard office equipment such as computers, phones, photocopiers, etc. It is expected that the Brand Manager will travel throughout the service area to engage partners and support recruitment activities. There is an expectation to work in office **a minimum** of two days per week.

**To apply**, please forward your resume, cover letter and salary requirements to:

[BBBS Career Page](#)

Big Brothers Big Sisters of Metropolitan Chicago

Attn: Human Resources

130 S. Jefferson St., 2<sup>nd</sup> Floor

Chicago, IL 60661

**BBBSChi is an Equal Employment Opportunity Employer**

