

Position: Marketing and Communications Manager

Reporting Relationship: President & CEO



FLSA Classification: Exempt

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.

Big Brothers Big Sisters of Metropolitan Chicago is an affiliate of the nation's largest donor-and volunteer-supported mentoring network. We provide high quality 1:1 mentoring services to thousands of children and their families across Cook, DuPage and Lake Counties in both Illinois and Indiana. Big Brothers Big Sisters carefully matches children ("Littles") with caring, screened and trained adult mentors ("Bigs"). Throughout the course of their mentoring relationship ("match"), we monitor and support the match, providing safety and quality measures, as well as outcome-based activity ideas and goals. Learn more at www.BBBSCHGO.org.

BBBSChi's Core Value is that we deeply believe Diversity, Equity and Inclusion is paramount and fundamental to BBBSChi'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:

The Marketing and Communications Manager is responsible for developing the right messaging and creative to support the brand and drive agency goals. Reporting to the President & CEO, the incumbent manages both traditional and digital marketing initiatives at the strategic and tactical levels with other functions of the agency. The incumbent oversees development and implementation of marketing material for BBBSChi, including formulating, directing and marketing activities to promote BBBSChi's services. This role is integral to building and improving the agency's digital communications strategy, identifying creative approaches to activate and grow a diverse range of audiences.

Supervisory Responsibilities:

The Marketing and Communications Manager does not have supervisory responsibilities at this time but may eventually oversee a Marketing Coordinator and will work indirectly with all BBBSChi staff.

Essential Functions:

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- 1. Content Management & Chief Storyteller:** Identify opportunities for storytelling to amplify BBBSChi's mission, creating and managing content across the agency's traditional and digital communications channels (i.e. social media and website, print assets)
- 2. Manage both Internal and External Communications:** Develop communications campaigns for fundraising and recruitment, maintaining brand integrity and consistency across channels
- 3. Marketing Planning & Evaluation:** Support communications campaigns through budget planning, audience and channel identification, and data analytics
- 4. Events Support:** Work together with Events Manager in lead up to and execution of fundraising events, including assisting with digital needs (i.e. presentations, videos)
- 5. Fund Development Support:** The Marketing & Communications Manager is a critical part of the Fund Development team, assisting in creation of donor impact updates, fundraising campaigns and toolkits
- 6. Communications and Recruitment:** Create and manage language and materials for staff and stakeholders to use with potential volunteers, families and partners

QUALIFICATIONS:

- A passion for Big Brothers Big Sisters' mission
- Must be proactive with a demonstrated ability to think critically and problem solve
- 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 organizational skills
- Dynamic personality, outstanding customer service skills and experience with fundraising skills preferred
- Motivated self-starter with the ability to work both independently and on a team
- Brings an integrated approach to our digital marketing: creative thinking and storytelling with ability to use data to inform directions and priorities
- Ability to prepare and deliver persuasive presentations to senior management and board

REQUIREMENTS:

- BA or BS degree required, preferably in a marketing or business related field
- Minimum of 4+ years of marketing communications and digital marketing experience
- Proficiency or willingness to learn the following technology/programs:
 - Microsoft Office (including Outlook, Excel and PowerPoint)
 - Contact Management System (MailChimp)
 - Development Software/Databases (Classy, Salesforce)
 - Adobe (Illustrator, Premiere, InDesign) and/or Canva
 - Virtual meeting platform (MS Teams, Zoom)
 - Website Content (Wordpress)
- Ability and willingness to occasionally work evening and weekend hours
- Valid IL driver's license required
- This position requires occasional travel throughout the Metropolitan Chicago Area (and some suburbs), including the following counties: Cook, DuPage, Lake County Indiana and Lake County Illinois. Applicants must have access to reliable transportation to meet this requirement.

Work Environment:

This position operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, etc. 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., 2nd Floor
Chicago, IL 60661

BBBSChi is an Equal Employment Opportunity Employer