



BOYS & GIRLS CLUBS
OF SONOMA VALLEY

100 Verano Avenue, Sonoma CA 95476
707.938.8544 707.938.8556 fax

Title: Marketing Coordinator

Department: Development

Reports To: VP of Resource Development

Status: Non-Exempt \$19-23 per hour- 30-35 hours per week/ with benefits

JOB SUMMARY

The Marketing Coordinator will be responsible for working with the VP of Resource Development to implement and optimize the marketing strategy for the Boys & Girls Clubs of Sonoma Valley to achieve the organization's marketing goals as they relate to the organization overall, programs, and fundraising. The overall goal of the Marketing Coordinator will be to effectively engage and support our various groups of constituents in an effort to expand the mission and impact of the Boys & Girls Clubs of Sonoma Valley.

RESPONSIBILITIES

- Works with the VP of Resource Development & Marketing to execute marketing plan and strategies to meet marketing goals.
- Support the marketing and resource development initiatives with the planning, executing, and tracking of marketing programs such as email, event, social media, or content marketing
- Coordinate service, fundraising, event, or content email marketing campaigns, including copy, scheduling, testing, and database management. (We use Constant Contact)
- Create, proofread, and edit copy for various marketing channels, ensuring consistent BGCSV brand voice
- Create and manage e-newsletters and volunteer, community, and membership communications via Constant Contact.
- Produce and manage distribution of marketing collateral (including but not limited to monthly newsletters, flyers and brochures, corporate recognition and signage).
- Assist with event marketing activities including: print and digital ads, print and digital invitations, sponsor recognition, event signage, event program, and overall theme integration.
- Lead production of Annual Report and several other annual publications.
- Assist with production and manage distribution of press releases and other public relations materials.
- Produce and manage advertisement purchasing plan.

REQUIRED QUALIFICATIONS:

- Undergraduate degree in marketing, communications, or related field, or equivalent experience.
- Strong graphic design skills.
- Self-starter able to initiate and coordinate numerous activities with minimal supervision.
- Strong project management skills and ability to manage numerous projects simultaneously and meet deadlines.
- Excellent writing, editing, presentation and communications skills with strong knowledge of effective communications and product marketing strategies and programs.
- Broad experience and proven understanding of social media.
- Excellent computer skills; proficient in Illustrator, InDesign, Photoshop, and Microsoft Office Suite.
- Excellent attention to detail.
- Ability to pass a DOJ fingerprint clearance.
- Ability to be CPR and First Aid certified.
- Complete mandated reported training.

RECOMMENDED QUALIFICATIONS:

- Experience with Constant Contact or another email marketing service, and Sharepoint.
- Knowledge of: the mission, objectives, policies, programs and procedures and of the principles and practices of non-profit organizations, youth development services.

ADDITIONAL RESPONSIBILITIES:

- Adhere to organizational policies and procedures as described in the organization's Employee Handbook and elsewhere.
- Adhere to Boys & Girls Club philosophy.
- Other duties as assigned.