

JOB DESCRIPTION



Our Vision

Every Child Who Needs a Mentor, Has a Mentor.

Our Mission

"Empowering Youth Through Mentorship"

Job Title:	Marketing and Communications Officer
Reports to:	Chief Executive Officer
Revision Date:	June 2019

Job Summary

The Marketing and Communications Officer is part of the Fund Development team at Big Brothers Big Sisters of North & West Niagara. The Officer plays an integral role in ensuring the development and implementation of a comprehensive marketing and communications strategy designed to maximize the Agency's fundraising success and public profile. Possessing excellent written and verbal communication skills and extensive knowledge of critical success factors for fundraising, the Officer will be able to handle multiple projects and build strong relationships with fellow team members, media contacts, sponsors, community partners, volunteers and donors.

Key Responsibilities & Accountabilities

- Support the CEO, Director of Services and Fund Development (FD) Team in all aspects of Marketing and Communications.
- Coordinate with the CEO on Marketing and Communications plans for specific events, campaigns, programs and promotions. The implementation and evaluation of communication plans and strategies ensure alignment with the agency's mission and strategic plan.
- Present ideas that will elevate the Agency.
- Conduct research to cultivate and grow the existing donor database using consistent stewardship and recognition strategies.
- Create and send Press Releases to all local media for fundraising events and program related stories throughout the year to assist with recruitment.
- In collaboration with staff and CEO, prepare the quarterly newsletter four times per year (September/December/March/June).
- Ensure the Agency has well branded print materials that are professional and consistent, including: brochures, banners, posters, business cards, event signage and anything else as requested.

- Establish and maintain relationships with key volunteers, donors, supporters, attendees and suppliers for all community/third party events and appropriately acknowledge their support in a timely manner.
- Support all fundraising events as requested.
- Assist with and ensure the Agency Website is reflective of our branding and is updated consistently and as requested with key messages, events and any other relevant information in consultation with CEO and staff.
- Update and maintain our fundraising platform (Classy) to create new events and campaigns throughout the year, and work with CEO on annual renewal of the contract.
- Ensure all Social Media sites (Facebook, Twitter, and Instagram) are maintained and updated weekly and as requested with key messages, events and any other relevant information.
- Oversee the Big Believers Monthly Donor Program.
- Elevate, update and create all sponsorship materials including request letters and sponsorship levels sheets.
- Communicate the impact of donor's contributions to Agency stakeholders.
- Design the Annual Report in preparation for the Annual General Meeting.
- Elevate Donor engagement through media releases, social media and print.
- Create written remarks and communications materials for CEO for all public appearances including speeches, presentations and media spots.
- Working with CEO and Fund Development Team to ensure BBBS is present at relevant community events and discuss potential recruitment opportunities.
- Proactively seek media coverage for newsworthy initiatives. Plan media launches, work with CEO and coordinate interviews for print, local television and radio.
- Maintain inventory of Brand materials.
- Take photographs at events and ensure they are uploaded and shared to Facebook.
- Create strong relationships with local media contacts, as well as with local dignitaries' offices.
- Maintain strict confidentiality as outlined in the Agency Privacy Policy and Confidentiality Policy.
- All other duties as assigned by CEO.

Health & Safety Responsibilities

- Carries out all duties in accordance with the Ontario Occupational Health and Safety Act. The Act is posted on the bulletin board and outlines the rights and responsibilities of both Management and Employees.
- Reports the absence of or defect in any equipment or protective device, which may endanger yourself or another Team Member as well as reporting all hazards to your Supervisor/Manager.
- Reports to Management and seeks treatment immediately for all accidents and/or injuries, no matter how slight they may seem.
- Properly operates any equipment, machine, device or work-related item, or work in a way that will not endanger yourself or other Team Members. Works with equipment at a safe speed with the proper protective equipment being used.
- When driving for company purposes, abides by all Ministry of Transportation driving rules to provide safety to themselves, clients and others on the road.
- Not engage in any prank, contest, feat of strength, unnecessary running or rough and boisterous conduct. Do not endanger yourself by not asking for help when needed.

- Complies with all agency policies, procedures and safety guidelines as outlined in orientation and from your Manager/Supervisor.

Professional Requirements

- Post secondary education in Public Relations, Marketing, Communications or equivalent.
- 2 years' experience in public relations and/or marketing/communications. Experience in the not-for-profit sector is considered an asset.
- Experience working with high profile corporate sponsors and donors.
- Excellent computer skills including; PowerPoint, Excel, desk top publishing and knowledge of fundraising software (Artez, Raiser's Edge, Classy), Adobe Suites (Illustrator, InDesign, Photoshop).
- Successful resource and partnership development.
- Excellent problem solving and interpersonal skills.

Personal Attributes

- Highly motivated, dynamic, innovative, proactive and forward thinking individual with exemplary interpersonal, verbal and written communication skills.
- Team player who is positive, professional and experienced in working with volunteers and/or donors.
- The ability to handle multiple projects concurrently and meet tight deadlines.
- The ability to work independently and as part of a team.
- Demonstrates the ability to deal effectively with a variety of people and resolve conflict when necessary.

Working Conditions

- A high level of flexibility is required, including the ability to work evenings and weekends as required.
- Given the annual schedule of special events, third party events, and public activities; there may be times when the work schedule is extremely hectic, however; at other times there is more of a balanced pace. The incumbent must be able to adjust to balancing their workload throughout the year.
- The use of a vehicle is required for meeting with potential donors offsite and to attend any speaking or networking engagements on behalf of the agency.

Application Deadline:

Friday, June 21, 2019

Application Procedure:

Please send cover letter and resume by email to:

Jodi.healey@bigbrothersbigsisters.ca with the heading: Marketing and Communications Officer

Thank you for your interest in working with Big Brothers Big Sisters of North & West Niagara; only those selected for an interview will be contacted.