



BOYS & GIRLS CLUBS
OF INDIAN RIVER COUNTY

POSITION DESCRIPTION

Title: Director of Marketing & Special Events

Department: Management Professional

Supervisor: Executive Director

FLSA: Exempt

Primary Functions: Marketing is the source of all income and as such, the Director of Marketing and Special Events works closely with the Executive Director, Board of Directors, staff and select volunteers to coordinate efforts in accomplishing fundraising goals. Job responsibilities include writing grant proposals, executing annual campaigns, donor stewardship, organizing special events, and marketing/PR/publications/social media.

Key Roles (Essential Job Responsibilities):

Special Events

- Execute all aspects of the major fundraising events (golf tournaments, Angels Dinner, bridge tournament) per year, as well as non-fundraising special events.
- Create and maintain detailed timelines of tasks for each event, pre and post event.
- With the Dir. of Operations, plan and implement Club events including National Fine Arts and Youth of the Year.
- Manage vendors and freelance consultants to ensure timely, cost-effective delivery of products and services.
- With the Accountant, invoice and collect revenue on accounts payable for events.
- Help identify and solicit sponsors/underwriters for all events.
- Work with event chairs to manage committee work, including but not limited to:
 - a. Scheduling meetings and sending meeting reminders.
 - b. Creating meeting agendas and materials; taking and producing meeting minutes for distribution.
 - c. Managing and updating shared spreadsheet of prospects/guests.
 - d. Training committee members on special event procedures, and keeping them informed and engaged.
 - e. Assisting committee with theme and sourcing decorations.
 - f. Working with Accountant to ensure all payments are collected and/or invoiced.

Resource Management

- Manage effective and thoughtful donor stewardship with the support from the ED and Marketing Committee.
- Seek out and write grant proposals for operational support.
- Write letter for annual mail appeals in conjunction with the marketing committee, print, collate and

mail.

- Maintain integrity of donor database. Add new prospects; manage administrative and operational systems to track fundraising income; compile income status reports and variance reports, and recognize contributions with acknowledgment letters and special recognition events.

Marketing and Public Relations

- Establish and maintain Communications Plan for marketing and public relations materials and activities. Work with the marketing committee to effectively execute the plan.
- Participate in the development and coordinate implementation of all marketing and public relations activities to increase the visibility of Club programs, services and activities.
- Maintain good public relations with local media contacts, Club members, families, alumni, community leaders and youth serving professionals.
- Write and update the Annual Report and Strategic Plans during the summer; work with graphic designer.
- Use advertising when needed to promote organization. Coordinate with outsourced graphic designer.
- Maintain website and all social media on a regular basis. Serve as main photographer for organization.

Partnership Development

- Develop collaborative partnerships with local businesses and service organizations, volunteers, media contacts, consultants and vendors and other not-for-profit organizations to establish professional links within the community.
- Act as point person for the Society of Angels, a special volunteer group, and Club Directors to deliver quality programming and ensure volunteers have an optimal experience with the Club members.

Skills/Knowledge Required:

- Bachelor's degree from an accredited college or university.
- Two to three years of progressively responsible experience in special events, marketing/fundraising and public relations; nonprofit experience a plus.
- Superior writing, editing and verbal communications skills.
- Knowledge of Donor Perfect database desirable.
- Strong project management, administrative and organizational skills, including supervision of vendors, suppliers and consultants.
- Able to manage multiple priorities and be attentive to details.
- Proficient knowledge of Microsoft Suite required as well as all social media channels.

Email resume and cover letter to ethomason@bgcinc.org. ADA/EOE/DFWP. Competitive salary, benefits and PTO.

Updated 2/20