



Events & Marketing Director

Pay Rate: Salary – Full Time - \$40,000 to \$52,500 depending on experience
Benefits: Health, Vision, Dental, Life, 401K, Paid Time Off - all available
Status: Exempt Employee
Reports To: Resource Development (RD) Director
Location: Bloomington, IN
Begins: March 22, 2021

JOB DESCRIPTION:

Works with the RD Director in all aspects of Development, focused primarily on overseeing Events and Marketing. Works with the RD Director, Donor Relations Director, and Executive Director to ensure smooth fundraising operations for the Boys & Girls Clubs of Bloomington.

RESPONSIBILITIES:

- Coordinate new and existing fundraising events (SMART Girls, STRONG Women; BOYS to MEN; Golf Heroes Marathon); stewardship events (Eat, Thank, Love Luncheon; Blue Door Society BBQ; Wine & Cheese); Community Events (Father Daughter Dance; Hoops Hysteria); act as the Lemonade Day City Director and run Lemonade Day including overseeing a Lemon Council; and support of events that others run for the Club such as Auxiliary events, local Civic Group events, and more! As many as two events per month are possible, but more typically there is roughly one event a month. Currently, we anticipate no fewer than eight fundraising or stewardship events per year. These events occur mostly on evenings and weekends.
 - Coordinate event logistics, including registration and attendee tracking, presentation and materials support, and pre- and post-event evaluations.
 - Act as organizational liaison for ALL Club and Third Party events. Provide promotional support and attend events – this will also include evening and weekend events. As many as 4 events per year is possible.
 - Work collaboratively with RD Team to ensure appropriate leveraging of event volunteer, attendee and donor relationships. Soliciting cash gifts, sponsorships, in-kind gifts, and others may be a part of this position.
 - Create an invitee list, send out invitations or other mailings, and manage RSVP list. Assist with RSVP follow up. This may include making phone calls to individuals and face-to-face interactions.
- Support Club program staff with new and existing program events such as Reading Festival, etc.

- Assist with and develop all organizational communications as they pertain to RD. Marketing and Communications activities may include the following tasks.
 - Electronic communication and management such as social media, e-mail, website, etc.
 - Written communication with donors and the public via letters, mailings, the newspaper, radio (PSA's and ads), press releases, annual report, etc.
 - Minimal graphic design work creation of fliers, posters, invitations, images for online media, and other marketing materials.
- Supports the RD Director to implement the comprehensive RD Plan that meets or exceeds goals for the following: events (fundraising and stewardship), annual campaigns, direct mail, online giving, corporate giving, major giving, and planned giving. Fundraising activities may include tasks related to the following items.
 - Managing a portfolio of donors for stewardship, cultivation and solicitations. This could include donor phone calls and in-person meetings.
 - Lapsed donor communications, including developing donor reengagement strategies and executing activities related to those strategies.
 - Donor stewardship and cultivation.
- Works in the donor database, Bloomerang, as is needed, executing tasks such as those listed below.
 - According to established guidelines, input information into the database, including address updates, new prospect/donor information, gift information, report data, event participation, notes, etc.
 - Update donor files (hard and electronic) as appropriate.
 - Enter gifts into the donor database, ensure that all are coded correctly according to campaign, purpose, gift amount, and any restrictions or reporting requirements that may apply.
 - Process "thank you's" from the Executive Director, Board Members and any others involved in the solicitation. This will include some handwritten as well as more artistic and creative stewardship pieces.
 - Run reports and execute queries from the database to fulfill mailing requests and Development Department data reports.
- Help develop and implement smooth business operations of the Development Office, which may include receiving visitors and answering phones, as needed.
- Complete Development Department mailing, copying and filing, as needed.
- Provide spreadsheet and word processing support on donors, as needed.
- Other Development related duties as assigned.

REQUIRED SKILLS, KNOWLEDGE, AND ABILITIES:

- Strict attention to details in all tasks, **required**.
- Exceptional organizational and prioritization skills, proof of work history managing logistics of events or projects, **required**.
- PC proficiency, and experience with word-processing and spreadsheets, **required**. Comfortable working for long periods of time during the day on a computer.
- High level of communication skills, **required**.
 - Communication with outside stakeholders - comfortable speaking on the phone and in person with donors and volunteers one-on-one and in front of groups.
 - Communication with colleagues - comfort with and willingness to provide constant communication with colleagues. A proven record working cooperatively and flexibly as part of a team, including working with a direct supervisor *daily*.
- Familiarity with InDesign, Wordpress and Social Media platforms such as Facebook, Twitter and Instagram, **preferred**. Or has a willingness to learn and do graphic design work in InDesign, web content work in Wordpress, and social media platforms listed.
- 3-5 years full-time work experience in a job where proof of logistical management can be shown, **preferred**. Does not necessarily have to be Event or Marketing experience.
- Ability to accomplish tasks in an agreed upon time frame with no exceptions. Does not miss deadlines. Prefers to finish tasks before the deadline.
- Works well in a results driven environment. Meticulously tracks activities and sticks to job plans.
- Ability to multitask, set priorities, and maintain a positive attitude at all times, especially during times of increased workload.
- Works well under pressure. Stays calm and is able to lead well when things do not go according to plan. Can problem-solve in the moment when things do not go as planned and move easily in another direction.
- Knowledge of and experience with any of the following areas - fundraising, resource development, donor relations, marketing, events, etc.
- Administrative support experience in a fast-paced work environment.
- Ability to work some weekend and evening events, as needed. See above.
- Act on behalf of the agency, carrying the values of the Club with you in the community.
- Excellent writing and copy-editing skills.
- A high level of integrity and honesty as there will be work with sensitive data.

DISCLAIMER: *The information presented indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job. Boys & Girls Clubs of Bloomington is an Equal Opportunity Employer.*

INTERESTED? Please contact Leslie Abshier, Resource Development Director, at labshier@bgcbloomington.org or 812-332-5311 ext: 213 for more details. To apply, please send a cover letter and resume by email to the Club's HR representative, Pam Martindale, at pmartindale@bgcbloomington.org or by mail to Boys & Girls Clubs of Bloomington, Attn: Pam Martindale, P.O. Box 1716, Bloomington, IN 47402.