Big Brothers Big Sisters
of the Greater Twin Cities

Job Description
Position: Director of Marketing and Brand Management

Organization Description

As the largest and oldest mentoring agency in the region, Big Brothers Big Sisters of the Greater Twin Cities (BBBS) has a strong foundation that makes it possible for us to get kids on the path to success. We work hard to build and sustain relationships with individuals in our community to mentor children and youth to become their true selves. We have been matching Twin Cities kids with mentors since 1920. We serve over 2,300 young people every year with a staff of 60.

BBBS's mission is to provide children facing adversity with strong and enduring, professionally supported 1-to-1 relationships that change their lives for the better, forever. BBBS's vision is that all children achieve success in life.

Position Title: Director of Communications, Marketing & Brand Management	**Salary Range:** $70,000-80,000
Supervisor: Vice President of Advancement	**Department:** Marketing
Job Type: Full-time, Exempt	**Location:** Twin Cities, MN
Hours/Days: Monday-Friday, 40+ hours	**Closing Date:** Open until filled

BBBS is looking for a Director of Marketing & Brand Management who will develop and implement Marketing strategies to advance BBBS brand and identity.

Primary Function of the Position

- Marketing & Brand Management
  - Provide leadership and oversight to the Director of Marketing & Brand Management.
  - Develop a strategic communications plan to advance BBBS brand and identity, particularly with BBBS's new strategic direction.
  - Plan, coordinate, and lead all marketing and communications strategy that will allow BBBS leadership to cultivate and enhance meaningful relationships with targeted audiences including donors, community, volunteers, and partners.
  - Provide strategic oversight to a broad range of communications activities relative to the strategic direction and positioning of the organization as to cultivate and sustain relationships with funders, donors, individuals, and community partners.
  - Develop internal communication policies and procedures to ensure consistency, professionalism, and alignment with mission, vision, and values.
  - Ensure staff and volunteers are trained on consistent messaging of BBBS branding and identity.
- Ensures BBBS has consistent and customer-focused communications.
  - Develop and implement annual communications plan to achieve agency goals. Create key messages and content for all agency materials. Work with a variety of BBBS departments to ensure a plan that positively supports organizational needs including volunteer recruitment, programming and fundraising.
  - Create, produce and distribute brochures, newsletters, recruitment materials, fundraising collateral, press releases, public service announcements, stationery/business cards and other agency communications materials.
  - Oversee agency mass e-mail process and distribution.
- Plans, coordinates, and leads communications and public relations strategy in collaboration with the VP of Advancement.
  - Develop effective relationship with regional media to ensure awareness of Big Brothers Big Sisters of the Greater Twin Cities and its mission.
  - Develop successful media campaigns in conjunction with agency events and fundraising opportunities.
  - Coordinate the involvement of agency staff, Big Brothers/Sisters, Little Brothers/Sisters and alumni in public relations opportunities.
  - Develop media response kits to ensure rapid response to publicity and community outreach opportunities.

  - Receive and respond to media requests.
  - Secure on-air appearances for President/CEO and appropriate agency leaders.
  - Maintain regular cycle of press release/photo-op announcements to the media regarding agency activities and programs.
  - Maintain press clippings and broadcast archives.
- Oversees BBBS website and social media efforts to ensure all platforms are on brand, timely, and impactful.
  - Analyze current trends in Web communications, determine best practices and propose annual plan for managing agency presence on most effective web properties.
  - Develop and manage regular, consistent communications via social networking sites.
  - Manage agency website, working collaboratively with Big Brothers Big Sisters of America.
- Manages and implements BBBS advertising campaigns that both promote the organization and specific initiatives.
- Creates strategic marketing plan to advance BBBS brand and identity.
- Manages consumer insights and market research.
- Oversees BBBS's style guide which defines the organization's voice, and its content and graphic standards.

Position Specifics

- Assist senior management with the assessment of new and innovative technologies that would enhance the BBBS story.
- Identify growth opportunities, create and implement marketing programs, and execute market development initiatives.
- Direct all key aspects of market understanding and promotion, including audience definition and segmentation, branding, positioning, key messages, and promotional materials development.

Education and Experience

- Bachelor's degree in communication, public relations, journalism, English or a related field, and at least five years of experience managing all aspects of communications, marketing, brand management and public relations in a nonprofit organization or in a business.
- Must also have at least two years of supervisory experience.
- Demonstrated experience and leadership in managing comprehensive strategic communications, media relations, and marketing program to advance an organization's mission and goals.

Knowledge, Skills and Abilities

- Superior writing and editing skills, including knowledge of AP Style.
- Web design skills including content management experience.
- Knowledge and ability to effectively manage social media.
- Print publication design, layout and print management skills.
- Ability to successfully manage all aspects of agency public relations efforts.
- Ability to cultivate relationships and work effectively with internal and external constituents.
- Ability to manage multiple priorities and to ensure work is error-free and produced within deadlines.
- Ability to anticipate issues, remember details and coordinate work with others.
- Knowledge of and ability to use technical resources to effectively accomplish work.
- Proficiency with Microsoft Office and Web-based applications. Knowledge of Creative Suite preferred.

Preferred Qualifications

- Master's degree

Please submit a resume and brief cover letter to careers@bigstwincities.org