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 right path to success. We work hard to build and sustain relationships with individuals in our community to mentor children and youth to becoming their true self. We have been matching and mentoring the Twin Cities kids since 1920. We serve over 2,000+ young people every year and have over 60 staff.

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 accomplishes its mission by:
- Providing deep and intentional partnerships with our youth
- Building and sustaining deep relationships with our Mentors
- Building a strong organizational foundation
- Creating a workplace culture that represents who we serve
- Transforming our community to understand the importance of our youth

BBBS’s vision is that all children achieve success in life.

<table>
<thead>
<tr>
<th>Supervisor:</th>
<th>Director of Marketing &amp; Brand Management</th>
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<tbody>
<tr>
<td>Salary Range:</td>
<td>$48,000-$52,000</td>
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<tr>
<td>Position Title:</td>
<td>Marketing Communications Manager</td>
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<tr>
<td>Department:</td>
<td>Advancement</td>
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<tr>
<td>Job Type:</td>
<td>Full-time, Exempt</td>
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<td>Location:</td>
<td>Twin Cities, MN</td>
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<td>Hours/Days:</td>
<td>Monday-Friday, 40+ hours a week – some evenings and occasional weekends when necessary</td>
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<td>Closing Date:</td>
<td>Open until filled</td>
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Primary Function of the Position
Big Brothers Big Sisters of the Greater Twin Cities is seeking a dynamic and collaborative Marketing Communications Manager who is experienced in integrating traditional and digital marketing communications, managing creative services and rebranding. The individual in this position is responsible for daily marketing communications operations, project management, graphic design, brand management, and supporting efforts to help meet BBBS’ organizational goals.

The Marketing Communications Manager will help enhance and achieve meaningful internal communication, optimal volunteer recruitment and fundraising messaging, and strong brand awareness in the five-county Twin Cities metro area. The person in this position will be a key member of the Advancement Department that includes the Marketing, Development and Volunteer Recruitment teams, which will lead upcoming rebranding efforts and the organization’s centennial celebration in 2020.

Duties and Responsibilities:
Marketing Communications Manager
- Oversee daily Marketing Communications operations and project management.
Job Description
Position: Marketing Communications Manager

Provide graphic design and other traditional and digital creative services to internal BBBS clients; Develop consistently branded collateral in both digital and print formats.

Lead projects independently, as well as work collaboratively within a team structure; manage multiple projects simultaneously for a wide range of internal clients; Coordinate and track various projects, including requests, approvals, vendor communication and delivery.

Manage BBBS’ print, video, audio and graphic libraries, and collateral inventory and distribution.

Assist in developing written content, such as blog posts, articles, brochure copy, e-mails and news releases to tell the BBBS story through a variety of marketing communication channels targeted to internal and external audiences.

Assist in media relations efforts, such as pitching articles to media.

Provide support to Vice President of Advancement, Director of Marketing & Brand Management, Digital Marketing Specialist, and other staff and clients as needed.

Manage future Marketing Communications interns.

Relate to all staff, donors, volunteers, youth, families and vendors courteously and respectfully.

Education, Requirements, Experiences

Bachelor’s degree in communications, marketing or related field required.

Minimum five years of experience in marketing/public relations/social media, with a strong track record of success in creating and implementing integrated campaigns and projects; Non-profit experience preferred.

Proficiency with Adobe Creative Suite, including Photoshop, InDesign, Illustrator; Microsoft Office applications, including Word, Excel, Outlook and PowerPoint; and web and social media platforms as a business tool, including Wordpress (or similar), Facebook, Instagram and LinkedIn is required.

Knowledge of web-based tools such as Sprout Social, Canva and Constant Contact is preferred.

Ability to manage and prioritize time effectively in order to meet established goals and adapt to changing priorities.

Ability to work within a diverse team of individuals.

Occasional night and weekend work and local travel required.

Must possess a valid driver’s license and provide a reliable means of transportation for the performance of work responsibilities.

The above statements are not intended to encompass all functions and qualifications of the position. Rather, they are intended to provide a general framework of the requirements of the position. Employees may be required to perform other functions not specifically addressed in this job description.

To Apply:
Submit resume, cover letter, two graphic design and two writing samples to: careers@bigstwincities.org with subject line: MarComm Manager

Equal Opportunity Employer
People of color, LGBTQ, women, people with disability, and veterans are highly encouraged to apply