

## For Immediate Hire

### MARKETING AND COMMUNICATIONS MANAGER

- **All potential candidates must respond with a Resume, a Customized Cover Letter, and a Portfolio.**
- **Applications without a cover letter or portfolio will not be considered.**
- **Candidates can apply at <https://biglittlecolorado.bamboohr.com/careers/59>. Applications will be accepted until filled.**

#### BIG BROTHERS BIG SISTERS OF COLORADO MISSION

The mission is to create and support mentoring relationships that ignite the power and promise of youth. By partnering with youth mentees, parents/guardians, volunteers, local communities, and caring philanthropist we are accountable for each child in our program achieving:

- Higher aspirations, greater confidence, and better relationships
- Avoidance of risky behaviors
- Educational success

#### ABOUT BIG BROTHERS BIG SISTERS OF COLORADO

Since 1918, Big Brothers Big Sisters of Colorado (BBBSC) has operated under the belief that inherent in every child is incredible potential. As part of the nation's largest donor- and volunteer-supported mentoring network, Big Brothers Big Sisters of Colorado creates, monitors, and supports mentoring relationships for youth ages nine through young adulthood. With BBBSC's professional support, mentees and mentors develop authentic relationships that help youth achieve success now (both in and out of school) and long into the future (post-secondary education and the workforce).

BBBSC serves youth through a portfolio of mentoring programs.

- **Community-based** is a traditional mentoring program. Mentee/Little and mentor/Big matches determine activities of mutual interest and meet two to four times per month.
- **Sports Buddies** is an innovative mentoring program started by BBBSC in 2000. Mentee/Little and mentor/Big matches meet one to two times per month for sports-based activities that are planned, scheduled, and overseen by BBBSC staff.
- **Mentor Plus Programs** go beyond the traditional one-to-one, adult-to-child mentoring model by providing programs focused on peer mentoring, group mentoring, and college and career readiness. With BBBSC's professional support, youth develop authentic mentoring relationships that help youth develop life goals, learn healthy relationship skills, and achieve success.

#### OVERVIEW

The Marketing and Communications Manager will be instrumental in shaping the narrative and visual identity of BBBSC's development initiatives. This dynamic leader will spearhead the creation of all marketing materials and strategic campaigns, curate compelling content for social media platforms, and provide crucial support for marketing event collateral and communications within the Development and Marketing department.

We seek an exceptional storyteller and designer who can captivate prospective partners, inspiring them to invest their resources – whether through financial support, in-kind contributions, volunteering, or expertise. Our ideal candidate is a visionary thinker, adept at innovation, with an acute attention to detail and outstanding communication skills that resonate throughout the agency. Proficiency in leveraging social networks and cultivating meaningful connections will be pivotal for success in this role. Strong writing and copy-editing skills

are essential. Join us in crafting impactful narratives and fostering enduring relationships that propel our mission forward.

## RESPONSIBILITIES

### **Marketing, Collateral Design, and Content Management:**

- Design and review communications and all marketing collateral for BBBSC's development and marketing department.
- Maintain brand look and key content for the agency website.
- Maintain brand consistency across agency channels in compliance with BBBSA national standards.
- Approve and oversee social media editorial content calendar and video communication.
- Maintain and create content for agency's email marketing communications for campaigns.
- In partnership with the support Alumni marketing campaign with content creation.

### **Development Events:**

- Design all event marketing collateral.
- Support all event communications and logistics as needed for fundraising events.
- Provide pre-event and post-event communications.
- Responsible for creating presentations, talking points, and collateral associated with events and sponsorships.

### **Media Relations:**

- Write Match stories to highlight program impact, increase awareness and support fundraising efforts.
- Writing and editing copy for print/online materials, PR releases and communications.
- Submit community awards to help advance community engagement efforts and brand awareness.
- Support BBBSC brand through writing and pitching news opportunities in Metro Denver, Colorado Springs, and national markets.

## QUALIFICATIONS

- Passionate commitment to the mission of Big Brothers Big Sisters of Colorado.
- 2-3 years of experience working with nonprofit organizations.
- Degree in Marketing and Communications preferred.
- Proficiency in social media platforms and professional networks.
- Ability to articulate the agency's passion for its mission, team, and vision both verbally and in writing.
- Strong organizational and time management skills, with a proven ability to prioritize tasks and deliver results.
- Exceptional attention to detail and accuracy.
- Highly organized and efficient, capable of managing multiple tasks and meeting deadlines in a fast-paced environment.
- Creativity, with the ability to develop and execute ideas from inception to achievement of goals. Strong computer skills, experience working with design platforms for marketing including Canva, PowerPoint, Adobe Photoshop, and Microsoft Office as well as a working knowledge of PC applications and a variety of file formats.

**Note:** Big Brothers Big Sisters of Colorado is committed to responding flexibly to changing circumstances and priorities which means that the expectations of every position are dynamic. This description reflects the assignment of essential functions but does not restrict the tasks that may be assigned.

## COMPENSATION

Our goal is to make all aspects of working with us transparent. That includes our offer process. When we have identified talent that is a good fit for BBBSC, we work hard to present an equitable and fair offer.

We value and want to support our team members, and are proud to offer a comprehensive compensation package that includes the following:

- Pay range for the **MARKETING AND COMMUNICATIONS MANAGER** is **\$55,000 to \$60,000** dependent on experience.
- BBBSC is a hybrid workplace with most staff working remotely 3 days a week and in the office 2 days a week (*subject to change due to the needs of the agency*).
- Excellent benefits including company paid medical, dental, vision, and matching 401k for the employee. For a full list of benefits please visit our website at [www.biglittlecolorado.org/bbb-sc-careers](http://www.biglittlecolorado.org/bbb-sc-careers).
- Many other work-life balance benefits.

## COMMITMENT TO JEDI

We are committed to creating and cultivating a safe environment where all individuals feel respected and valued equally. We - BBBSC staff and board - are committed to a nondiscriminatory and anti-racist approach and are committed to dismantling any inequities within our policies, systems, programs, and services.

At BBBSC, Justice, Equity, Diversity, and Inclusion (JEDI) is an integral part of our values and mission. We recognize, affirm, and celebrate the diverse backgrounds, lives, and experiences of all our stakeholders, including youth, families, donors, volunteers, and staff. We ensure the opportunity for all voices and perspectives to be heard and honored. In the workplace, we foster an environment where all people can be their best selves. We affirm that every person [regardless of ability, age, cultural background, ethnicity, faith, gender, gender identity, gender expression, ideology, income, national origin, race, or sexual orientation, marital or veteran status] has the opportunity to reach their full potential. We strive to realize the full potential that is within all of us by ensuring that all voices and perspectives are heard and honored.

For more information about Big Brothers Big Sisters of Colorado, visit our website at [www.biglittlecolorado.org](http://www.biglittlecolorado.org).

**Equal Opportunity Employer:** Minority-BIPOC/Female/Veteran/Disability/LGBTQ+ (Individuals with a disability who need an accommodation to apply please contact us at [hr@biglittlecolorado.org](mailto:hr@biglittlecolorado.org).)

**No calls or emails from third parties at this time please.**