



**BOYS & GIRLS CLUBS**  
OF PORTLAND METROPOLITAN AREA

## POSITION PROFILE

POSITION TITLE: MARKETING AND  
COMMUNICATION MANAGER

REPORTS TO: CHIEF DEVELOPMENT OFFICER

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BGCP'S mission is to empower all young people, especially those who need us most, to discover their full potential as caring, engaged, responsible community members. Celebrating 75 years of providing Portland-area young people with a safe and enriching place to belong when school is out, BGCP currently (pre-COVID-19) serves approximately 6,400 youth across three counties. The organization operates five Clubhouses throughout the Metro area and four Club embedded sites in four North Clackamas schools.

BGCP's top priorities are to ensure an inclusive, diverse and equitable work environment with an uncompromised commitment to safety. We are committed to filtering all policies and practices through an equity-based and trauma-informed care lens. We position ourselves as lifelong learners, and seek individuals who have demonstrated dedication to creating safe and nurturing environments. We seek individuals who are dedicated to supporting extraordinary experiences for youth, are exceptional team members, have an investment in our surrounding communities, and are hungry for ongoing personal growth and professional development.

**Join our dynamic team** and be prepared to be challenged, to work hard, and to participate in a vibrant, mission-driven environment. Be prepared to fall in love with the work we do and the youth with whom we are privileged to serve each day.

For more information on BGCP and our work visit: <http://bgcportland.org/about/>

BGCP is currently searching for a proven marketing and communication professional to serve as a member of our administrative team in the role of **Marketing and Communication Manager**. Answering yes to the following qualifiers positions you as an ideal candidate for this position.

### **Qualifiers:**

- Do you have a minimum of three years of marketing and communications experience?
- Have you served at a manager level or higher in a marketing and communication role?
- Have you demonstrated a commitment to equity and inclusion through your leadership and work?
- Do you have proven skills in creative design and production?
- Have you contributed to successful online fundraising campaigns?
- Are you a first-class communicator with proven written and relationship skills?
- Do you have established relationships with media and a proven track record of placing stories?
- Do you believe all children must have equal access to high quality programs and resources?

If you have answered yes to all these question, we enthusiastically encourage you to apply.

### **Position Summary:**

The Marketing and Communication Manager is responsible for the strategic promotion of the Boys & Girls Clubs of Portland Metro's (BGCP) mission and overall branding. The ideal candidate will have a minimum of three years of experience managing marketing, design and communication with proven skills in digital communication, web design and administration, media/PR relations, storytelling through written and video content, the management of organizational branding protocols and the development of collateral materials. Proven experience in successful execution of non-profit online fundraising is preferred.

This position is responsible for the execution of strategic internal and external communications through the utilization of various communication platforms. Candidate must be visionary/strategic thinker, professional, personable, team oriented and organized with strong attention to detail. Position requires the ability to work independently while successfully managing multiple priorities. Candidate must possess a passion for being a part of an organization focused on improving the lives of youth and society through a lens of equity and inclusion. This position works collaboratively across organizational functions and provides guidance and support to organizational leadership.

#### **Position Responsibilities:**

- Participate in the planning and execution of the organizational communication plan as directed by BGCP's annual strategic plan.
- Manage the design, branding, content and maintenance of the Club's website and social media platforms.
- Create, maintain and execute ongoing content calendar to include promotion of Club activities, program and member storytelling, fundraising events and timelines, monthly stakeholder communications and organizational reports.
- Contribute to and manage the enhancement of BGCP's digital interactions and innovative development opportunities.
- Coordinate the production and distribution of external marketing & communication materials including traditional publications and correspondence, presentations, reports, promotional materials, media information, speeches, scripts, boilerplates, award nominations, and stakeholder communication.
- Create, manage and execute targeted campaigns focused on fundraising, specific events and seasonal program offerings.
- Execute the production and distribution of all formal internal communications targeted to administration staff, Board, Club and Program staff, and National affiliate.
- Develop internal communication strategies to enroll and inform staff of key organizational strategies.
- Contribute to overall media relations, maximize media opportunities, and develop/maintain strong relationships with members or the media.
- Manage data-driven communication analytics
- Conduct research; provide content and design support for development team objectives.
- Create metric strategies to measure brand performance and value to annual goals.

#### **Position Qualifications:**

- Bachelor's degree in marketing or communication preferred or combination of education and proven experience.
- Minimum of 3 years of experience in marketing, public relations, graphic design, digital communications.
- Demonstrated superior written and verbal communication skills.
- Proven skills in storytelling and brand promotion.
- Experience in implementation of communications in support of foundation, non-profit, corporate giving or philanthropic vision preferred.
- Web design and administration.
- Skilled in using Office 365, Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.), WordPress, Salesforce, MailChimp
- Active experience managing Social media platforms.
- Media/PR relations experience with knowledge of relevant media outlets and proven relationships.
- Video & photography skills a plus

#### **Physical Requirements/Work Environment:**

- Normal office environment
- Accommodation under the Americans with Disabilities Act: We gladly provide reasonable accommodation to anyone whose specific disability prevents them from completing an application or participating in this recruitment process. Please contact Yini Orebaugh with Human Resources at [yorebaugh@bgcportland.org](mailto:yorebaugh@bgcportland.org) in advance to request assistance.

**Pay Range:**

- \$45,000.00 to \$55,000.00/annual

**Job Type and FLSA Status:**

- Full time and Exempt

**Closing Date:**

- August 17<sup>th</sup>, 2020 or until filled

**Benefits:**

- Health Insurance
- Dental Insurance
- Vision Insurance
- Life Insurance, Short Term Disability and Long Term Disability
- 403B and Employer Matching
- Paid Holidays
- Paid Time Off

*Diversity and Inclusion: At BGCP, we do not just accept difference; we value it and support it to create a culture of dignity and respect for our employees.*

*BGCP is proud to be an Equal Opportunity Employer. We evaluate qualified applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran or protected veteran status, genetic information and other legally protected characteristics.*

*Under Oregon Law, qualifying veterans may apply for veterans' preference.*

*BGCP is an Equal Opportunity Employer. Qualified applicants will receive consideration for employment without regard to race, color, religion, sex, age, disability, military status, national origin or any other characteristic protected under federal, state, or applicable local law.*