



BOYS & GIRLS CLUBS
OF PORTLAND METROPOLITAN AREA

Boys & Girls Clubs of Portland
Job Announcement
Marketing & Communication Manager

ABOUT Boys & Girls Clubs of Portland Metro (BGCP)

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 over 70 years of providing Portland-area young people with a safe and enriching place to belong when school is out, BGCP currently serves approximately 5,000 youth across three counties. The organization operates five Clubhouses throughout the Metro area; hosts a Club site in partnership with the Clackamas School District and is the Schools Uniting Neighborhood (SUN) provider at Margaret Scott Elementary School in the Reynolds School District.

BGCP is committed to ensuring an inclusive, diverse and equitable work environment. 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 a desire to create 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 that 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 brand stewardship. 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 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 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.

Application Instructions: Please submit a letter of interest, resume and application to jobs @bgcportland.org, mail to 8203 SE 7th avenue, Suite 100, Portland OR 97202 or drop off at any BGCP Club location. This is a full time, salaried (\$40k – \$50K annually depending on experience) position that is eligible for a generous package of benefits, including medical, dental, vision, life, LTD, 403 (B) and paid time off. Complete job description and application form available at: <http://bgcportland.org/employment/>

This positions key areas of responsibilities include the following:

- 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.
- 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 relations experience with knowledge of relevant media outlets and proven relationships.
- Video & photography skills a plus