

# 2023-2024 AmeriCorps Member Position Description



**Partner Organization Name:** Boys and Girls Clubs of Acadiana

**Corps Member Position Title:** Marketing Coordinator

**Supervisor:** Sam Leger

**Days/Hours of Service:** M-F 8-5

**Physical Location:** 1405 W Pinhook, Suite 200, Lafayette, La 70503

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## **Organization Mission and/or Goals:**

To empower all young people, especially those who need us most, to reach their full potential to become caring, productive, responsible citizens.

## **Program Mission and/ or Goals:**

The goal of this position is to further spread the good work that Boys & Girls Clubs of Acadiana is doing in 7 parishes and growing! Ensuring people are educated about what we do and how to support us is a critical function of this role.

## **Member Position Summary:**

The Marketing Coordinator is responsible for designing informational material for social media, email (i.e., constant contact), and web platforms, etc. Position requires design of informational/educational materials and tools to increase outreach to potential community beneficiaries (i.e., press releases, marketing materials); create/implement outreach plan for exposure; act as Club marketing liaison, facilitate creation of content; develop systems to track effectiveness; plan, organize, and implement informational outreach events and community service projects, fairs, workshops, etc. Monthly reports will be required to show progress and impact of brand awareness.

## **Member Impact**

The Marketing Coordinator will be a key player in the Resource Development Department. The 3 primary objectives for creating this role are recruitment of members, donor

stewardship and brand awareness. Each objective will require looking through a different lens while being consistent and cohesive with the brand. The measurable goals that should be achieved in this role are: 1. Implementing a system and process that allows us to collect marketing materials in an organized manner. 2. Creating a marketing plan that exposes the brand through all different media 3. Design and creation of materials that will tell our story in a cohesive manner. 4. Reporting out on all media and impact monthly.

### **Essential Functions of Position:**

- Design materials for social media, email, and website, utilizing RD calendar and Club assets.
- Design and execute the creation of postcards, videos, and other items for stewardship of donors.
- Create templated items for Club Directors as it relates to recruitment (brochures, flyers)
- Act as marketing liaison between Clubs and Administration, engaging with Club staff/identified marketing contact, to execute all items related to Club marketing and stewardship.
- Ensure brand cohesion throughout all materials, following BGCA brand guidelines.
- Work with community partners, staff, and committee members to identify opportunities to expose the brand.
- Plan, organize and implement informational outreach events and community service projects, fairs, workshops, etc.
- Assist with the creation/execution of a Marketing plan.
- Assist with creation and execution of marketing materials for special events.
- Report monthly on all media and impact of channels.
- Attend staff meetings as scheduled.

### **Skills, knowledge and trainings the corps member should expect to gain from this position**

As a team member at BGCA corps members will be invited to participate in many trainings throughout the year to further develop them professionally and within the organization. As we will soon be in 8 parishes, the corps member will have ample opportunity to expand their network locally and regionally through partnerships made within their position.

### **Ideal Candidate Qualifications**

- Demonstrated ability and interest in working in Marketing.
- Must exhibit excellent interpersonal and organizational skills with attention to detail.
- Strong communication skills, both oral and written
- Skilled in Microsoft Office products, design programs and social media
- Strong design skills
- Must be able to demonstrate the Boys & Girls Clubs of Acadiana programs and philosophy.
- High School Diploma or equivalent

- Experience in marketing and communications

\*Position requires driver's license and transportation to get to and from office to Clubs and events.