

2024-2025 AmeriCorps Member Position Description



Partner Organization Name: Boys and Girls Clubs of Acadiana

Corps Member Position Title: Marketing Coordinator

Supervisor: Samantha Leger

Days/Hours of Service: 8:00AM - 5:00PM, Monday - Friday

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

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 community depends on the services of the Boys & Girls Clubs of Acadiana and without exposure of the brand, the organization is not able to show all the services that we offer. Also, the organization depends on support from the community to provide impactful programs, positive mentors, meals, etc. to serve children and families in the 7 parishes. Supervised by the Marketing & Events Manager, the Marketing Coordinator will be able to tell the story, highlight the work done by the incredible staff and communicate the impact that it has made on children in our community.

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 the progress and impact of brand awareness.

Member Impact

Increase in all media reach (social media, TV, paper, etc.). In-Person Reach for all community service projects and events.

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 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.
- Experience in marketing and communications.
- Position require driver's license and transportation to get to and from office to Clubs and events.