



MEMBER POSITION DESCRIPTION



Member Position / Title: Qwtgcej Coordinator

Member Immediate Supervisor Name: Rhyan Wheeler

Days/Hours of Service: 8-5pm, Monday-Friday

Member Immediate Supervisor Title: VP of Development

Partner Organization Name: Boys & Girls Clubs of Acadiana

Address: 1405 W. Pinhook Rd, Suite 108 **City:** Lafayette **State:** LA **Zip Code:** 70503

Website: www.bgcacadiana.com

Organization/Agency Mission and/or Goals: “To enable all young people, especially those who need us most, to reach their full potential to become caring, productive, responsible citizens.”

Community Need: 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 5 parishes. An Outreach Coordinator will be able to tell the story, highlight the work done by the incredible staff and communicate the impact that is made on children in our community.

Member Position Summary:

The Qwtgcej 'Coordinator is responsible for designing informational material for social media, email (i.e., constant contact), and web platforms, etc. Research, implement and manage technology systems to increase the efficiency and effectiveness of the marketing department. Job 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 Qwtgcej 'Coordinator will be a key player in the Resource Development Department, filling a need to provide a planned, organized, and thoughtful approach to showcasing the impactful programs, highly trained staff, legendary brand, etc. to the communities we serve. The 2 primary objectives for creating this role are recruitment of members, raising 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.
- Research, implement and manage platform for the organization of marketing assets and organize current assets for better access and identification.
- Create templated items for Club Directors as it relates to recruitment (brochures, flyers)
- Develop the marketing materials provided by “agency” to make a complete RD packet for donors.
- Act as a 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 an outreach/education plan.
- Report monthly on all media and impact of channels
- Attend staff meetings as scheduled.

Required Knowledge, Skills and Abilities:

- Demonstrated ability and interest in working in Outreach and Social Media.
- 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.

Required Academic and Experience Qualifications:

- High School Diploma or equivalent
- Experience in marketing and communications

Required Transportation Needs:

- Position requires driver’s license and transportation to get to and from office to Clubs and events.
- Must be able to travel to Baton Rouge once a month for team meetings (9-5pm on the second or third Tuesday of the month)