



POSITION DESCRIPTION

TITLE: Marketing & Communications Manager

REPORTS TO: Resource Development Director

STATUS: Exempt

SALARY RANGE: \$55,000-\$60,000 to commensurate with experience

Waltham Boys & Girls Club seeks a highly-motivated and creative individual to join our dynamic marketing Resource Development team as a Marketing & Communications Manager. In this role, you will play a vital role in supporting the development and implementation of marketing and communication strategies to promote our programs and fundraising initiatives for the betterment of the youth in our community. We are looking for someone passionate about our mission, aligned with our core values, possesses strong organizational and communication skills, and can thrive in a fast-paced and youth-focused environment.

CORE VALUES

- **Equitable Inclusive Community** - We believe in the presence and celebration of differences that enrich our organization, including ALL identities. We are committed to fair treatment, access and opportunity for all, where individuals are never at a disadvantage because of their identities.
- **Continual Growth** - We recognize and appreciate that learning and growth are a never-ending process for individuals and our organization. We challenge each other to strive for excellence and to continually be both teachers and students.
- **Empathy and Respect** - We believe in treating all people in a courteous and respectful manner. We strive to be active listeners and to try to understand before seeking to be understood.
- **Fun and Joy** - We believe that a fun focus should be interwoven into everything that we do. We treasure the power of play and its ability to create authentic expressions of freedom, joy, and happiness.

JOB SUMMARY:

The Marketing Coordinator will work closely with the Resource Development Director to support the development and execution of marketing initiatives that promote the programs and services offered by Waltham Boys & Girls Club. This position will be key in spreading awareness, raising brand awareness, engaging the community, and attracting support for our organization's mission.

JOB DESCRIPTION:

- Collaborate with the Resource Development Director to develop and implement comprehensive marketing and communications plan and strategies that align with the goals and mission of Waltham Boys & Girls Club.
- Define key performance indicators (KPIs) to measure the success of WBGC's efforts to engage new and existing donors, corporate/community partners, alumni, and volunteers.
- Assist in the creation and distribution of marketing materials, including brochures, newsletters, social media content, website updates, and press releases, to promote our programs, events, and fundraising initiatives.
- Manage and maintain the organization's website and social media platforms, including creating engaging content, scheduling posts, and monitoring engagement and analytics.

- Support the planning and execution of Club events, such as fundraisers, community outreach initiatives, and youth programs, by coordinating logistics, securing sponsorships, and preparing promotional materials.
- Work with Resource Development Director to communicate fundraising campaigns and donor engagement initiatives that align with the organization's strategic initiatives.
- Conduct market research and analysis to identify target audiences, emerging trends, and potential partnership opportunities to enhance the reach and impact of our marketing efforts.
- Assist in tracking and analyzing marketing campaign performance metrics, providing reports and recommendations for optimization.
- Manage vendors while developing and monitoring the marketing budget, tracking expenses, and ensuring cost-effectiveness. Provide strategic direction and help our partners create great marketing materials for the Club.
- Collaborate with program staff to gather stories, testimonials, and data that showcase the impact of our programs and communicate them effectively through various marketing channels
- Make our digital platforms as compelling and useful as possible by providing coaching and direction to the colleagues who maintain them.
- Draft pieces for internal and external audiences to convey timely and detailed messages from the Executive Director, Resource Development Director, Club leadership team, etc. Coordinate Waltham Boys & Girls Club media interests and ensure regular contact with target media and appropriate response to media requests.
- Write and produce materials that support development fundraising efforts, including case for giving, fact sheets, impact statements, proposals, and event scripts.
- Create a unified approach and process to ensure internal and external-facing communications reflect the organization's DEI values and guiding principles
- Provide general administrative support to the Resource Development Director, including scheduling meetings, coordinating communication with internal and external stakeholders, and managing all marketing & communications calendars, materials, and resources.
- Actively participate in team meetings, contribute creative ideas, and collaborate with colleagues to continuously improve marketing strategies and initiatives.
- Assist with other tasks as assigned.

SKILLS/KNOWLEDGE REQUIRED:

- Minimum of 3-4 years of experience in marketing and communications or a similar role, preferably within a nonprofit organization or youth-focused environment.
- Demonstrate excellent interpersonal, writing, public speaking, and management skills.
- Proficient in using computers, donor database systems, Google Suite, and MS Office (Word, Excel, PowerPoint, Publisher, etc).
- Basic graphic design skills and familiarity with design tools (e.g., Photoshop, Lightroom, InDesign, Canva)
- Must be highly organized, detail-oriented, and efficient
- Ability to develop solutions to problems with limited supervision.
- Ability to work independently as well as an effective team member.
- Highest level of commitment to maintaining the confidentiality of data and information.

ADDITIONAL REQUIREMENTS:

- Flexibility to attend evening fundraising and networking events when necessary
- Clear background check
- Ability to provide professional references
- Ability to travel locally as needed

Please submit a cover letter and resume to Erin Donovan at edonovan@walthambgc.org