

***Big Brothers Big Sisters of Metro Milwaukee, Inc. Position Description***

<i>Position Title:</i>	<b>Marketing &amp; Graphic Design Coordinator</b>
<i>Reports to:</i>	Director of Community Engagement
<i>FLSA Category:</i>	Exempt
<i>Date approved:</i>	March 2025

**Position Summary**

The Marketing and Graphic Design Coordinator assists with the implementation of an annual marketing plan to increase brand awareness, recruitment efforts, volunteer engagement, and revenue to support the agency's goals. Leads creative design for the agency including marketing, recruitment, development, and program initiatives. Maintains the agency website to support all functions within the agency. Provides writing, editing, proofing and editorial support for all major agency messaging, including but not limited to media promotions, social media, newsletter(s), and marketing collateral. Must be able to work independently and enjoy positive cross-departmental interactions and collaborations. This position requires a highly organized, friendly individual with strong attention to detail, the ability to take initiative and thrive in an environment with a focus on continuous improvement and a sense of urgency.

**Qualifications****Education:**

- A bachelor's degree in graphic design, marketing, or communications from an accredited college/university is preferred.

**Experience:**

- A minimum of two years of graphic design work, marketing, and website design/maintenance. Experience in a non-profit organization or in an advertising/PR agency setting is preferred.

**Competencies and Skills**

- Excellent technical skills and proficiency in current graphic design and Microsoft Office software including Publisher, InDesign, Adobe Creative Suite, Word, Excel, and PowerPoint.
- Ability to develop interactive PowerPoint presentations and promotional videos utilizing branding assets and photos.
- Experience working on digital marketing campaigns; proficient in creating content and working on social media platforms, including traffic analysis.
- Ability to design large format print applications such as billboards, banners, wall decals, etc.
- Familiar with public relations needs and able to communicate with printing professionals to meet deadlines and external printing budgets.
- Strong communication skills with the ability to assist across departments with staff members in a variety of roles. Able to help staff strategize marketing materials, e-blasts, and printing projects that support agency objectives and program outcomes.
- Excellent written communication skills; writing, editing, proficient proofreader.
- Outstanding photography and reel/video skills; familiar with stock photography and brand guidelines.
- Strong ability to prioritize, plan, and develop systems with attention to detail.
- Successful in multi-tasking and meeting weekly deadlines.

**Responsibilities****Design**

- Coordinate and develop agency marketing/advertising materials, including annual report, newsletters, brochures, flyers, posters, invitations, specialty pieces, billboards, print and electronic advertisements, signage, outdoor banners, donor kits, proposals, etc. This includes annual updated agency materials; forms, applications, templates, donor kits, fact sheets, awards, apparel, etc.
- Maintains professional relationships with agency marketing partners.
- Produce agency PowerPoint presentations as deemed necessary for recruitment, special events, training, etc.
- Create standard agency print and email templates as well as enforce agency branding on all print and electronic materials produced by internal departments as well as outside agency partnership projects. Ensures the agency meets all BBBSA national branding regulations.
- Stays current on emerging graphic technologies, marketing design trends, and BBBSA brand resources and guidelines.

**Marketing/Communications**

- Assists with branding and writing communications for program and fund development departments (including newsletters, annual report, and donor stewardship/solicitation pieces).
- Tracks all marketing projects by utilizing the HIVE project management system internally, and maintains consistent communication around progress updates.
- Writes/proofs/edits and coordinates all electronic communication to internal and external constituent groups for the agency (includes e-Campaigns, monthly e-Newsletter, Event invites, etc.).
- Ensure content and messaging is consistent and aligns with BBBS brand guidelines across all platforms and marketing communications.
- Maintains in-office marketing efforts and branding throughout reception area, interview rooms, conference rooms, MentorZone, and any extended office space as applicable.

**Website & Social Media**

- Maintains the agency website keeping it up to date and relevant, recognizing it as a leading marketing tool for the agency.
- Writes website content and formats each webpage to produce a user-friendly customer experience for all site visitors (general public, potential volunteers, families, and donors).
- Reviews all Web copy, enforcing agency guidelines. Maintains accuracy of agency information on BBBSMM website while following national guidelines and standards.
- Plans, creates, and schedules all agency social media posts to support recruitment, agency-wide events, fund development, and program campaigns with oversight by the Director of Community Engagement.
- Creates video reels, stories, and other video content for the agency.
- Monitors and reports monthly metrics on: website, podcast, email marketing, and social media platform analytics; makes recommendations for continuous improvement and growth.
- Research other BBBS and nonprofit agencies to find new and innovative ideas to implement.

**Planning & Coordination**

- Maintains a consistent marketing and communications plan for agency-wide events and campaign messaging.
- Coordinates external printing projects and distribution of marketing materials (flyers, rack cards, posters).
- Works with fund development, the program team, and recruitment team to create agency-wide e-communications and a monthly social media calendar.
- Assists with preparation of Board materials as deemed necessary.
- Assists with professional photoshoots to support agency marketing objectives.
- Manages the agency's photo library, google photo process, and archives all graphic projects, complete with budget information.
- Other duties as assigned.

This position requires a flexible work schedule and the ability to work weekday evenings and weekends. Must have reliable transportation. This position will also assist with agency needs during peak times of the year for special events and other program needs.

## **Agency Requirements for All Staff**

### Core Values

To be successful at Big Brothers Big Sisters, employees must abide by our agency Core Values:

#### **Impact**

- Our work is positive, meaningful, and transformative.
- We work with urgency and accountability to change lives for the better.

#### **Collaboration & Community**

- We create a culture of belonging where everyone's voice is heard and where shared problems lead to innovative solutions.
- We view differences between individuals (race, gender, age, cultural heritage, physical ability, education and lifestyle) as an asset and demonstrate an appreciation for all people within Big Brothers Big Sisters staff and the youth and families served by the agency.

#### **Appreciation & Flourishing**

- We treat one another with respect, attention, and recognition.
- We acknowledge good work and intentions, striving to align our words with adequate actions and resources.

#### **Consistency**

- We show up for each other and our constituents with reliability, integrity, focus, and intentionality.
- We build trust by prioritizing safety and taking deliberate steps to achieve our common goals.

### After-hours Availability

Each year the agency holds several events that typically fall outside normal office hours. These events may be mandatory for all staff. For scheduling purposes, you will be notified of the dates as early as possible.

These events may include but are not limited to the following:

- Bowl for Kid's Sake; weekday evenings/spring
- Golf Classic; a weekday & evening in August
- Back to School Event; a Saturday in August
- BIG Gala; a Saturday in November
- Holiday Celebration; a Saturday in December

As an employee of the Big Brothers Big Sisters team, you may be required to attend other agency-related activities, meetings and events as deemed necessary.

### Travel

The employee must have a valid driver's license and the ability to travel within the community we serve with full-time access to an automobile and automobile insurance as required by the state of Wisconsin.

### Physical Demands

Performing the essential responsibilities of this job, the employee is regularly required to sit, operate computers and other office equipment, complete filing tasks and use written and oral communication skills. The employee may be required to transport or move up to 20 pounds. The physical demands at BBBS are representative of those that must be met by an employee to successfully perform the essential functions of this job. Employees who are or become disabled must be able to perform the essential duties and responsibilities either unaided or with reasonable accommodation. The organization shall determine reasonable accommodation on a case-by-case basis in accordance with applicable law.

BBBS provides equal employment opportunities to all qualified individuals without regard to race, creed, color, religion, national origin, age, sex, marital status, sexual orientation, or non-disqualifying physical or mental handicap or disability.