



BOYS & GIRLS CLUBS
OF THE COASTAL PLAIN

-serving youth in Pitt, Lenoir, Beaufort, Greene and Martin counties

Title: Special Events & Marketing Coordinator

Reports to: Vice President of Development & External Affairs

Department: Development

Position: Full-Time Exempt

Job Summary:

Under the general supervision of the Vice President of Development & External Affairs, the Special Events & Marketing Coordinator will work closely with Advisory Council members, event chairs, and sub-committees to plan and implement special events. Responsibilities include identifying sponsors, developing marketing materials, and managing event ticket tracking and vendor payments. Normal internal office environment with occasional travel to Clubs. Occasional evening and weekend work for a special event.

Job Functions and Accountabilities:

- Serves as a main point-of-contact for the planning of all events, both on and off-site, working with internal departments to determine and deliver the objectives for the event from conception to event evaluation.
 - Creates timelines, punch lists, meeting agendas, budgets, task lists, check requests, and invoices.
 - Coordinates and executes all communication strategies regarding events including, but not limited to postal and email invitations, in-kind donation requests, and RSVP management.
 - Prepares and distributes press releases and media alerts.
 - Manages outbound and inbound messages across all social media channels pertaining to special events.
 - Effectively communicate with volunteers, employees and vendors, delegating appropriate planning and execution responsibilities.
 - Assists with event specific tasks that include, but are not limited to negotiating contracts, reserving event space, arranging food and beverage, ordering supplies, evaluating audiovisual equipment requirements, designing and ordering print material, and scheduling travel arrangements.
 - Prepares all event material including, but not limited to nametags, training folders, sponsorship material, gift bags, registration lists, and pledge cards.
 - Organizes set-up, clean-up, and Special Event storage closet.
 - Proposes new ideas to improve the event planning and implementation process.
 - Acknowledges gifts received from event attendees, sponsors, and donors within 48 hours or two business days of receipt, and generates and administers stewardship components of gift processing.
 - Monitors and maintains the accuracy, integrity, and security of all data.
 - Assures the accuracy of special event data within the DonorPerfect database system by utilizing data entry standards and processes to enhance productivity.
 - Maintains processes and procedures for reconciling and assuring accuracy of all information, spreadsheets, reports, lists, files and data.
 - Manages special event registration in DonorPerfect when necessary and maps registration to the gift fields.
 - Reconciles the revenue data against the monthly financial statements in collaboration with the Finance Department.
 - Pulls reports required for members of the Development Department to research prospective donors (individuals, corporations, and foundations).
 - Works on all activities, events, special projects, miscellaneous job-related duties and responsibilities as assigned.
 - Attends all committee meetings as assigned by the Director of Development.
 - Observes all agency policies and procedures.
 - Contributes to maintaining positive office morale, even in the face of high work volume and challenging periods.
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Educational Qualifications and Skills Required:

- Bachelor's degree in Communications, Hospitality Management or a related field.
- Minimum of three years development experience is preferred.
- Proven track record to conceptualize, plan and implement a fundraising approach to include setting realistic goals, developing strategies for prospects, prioritizing activities, asking for gifts, and orchestrating the involvement of volunteers and organizational leadership.
- Proficiency of database management and solid technology skills with expertise in Microsoft Word, Excel, Access and PowerPoint. Experience with DonorPerfect is preferred.
- Superb time management, organizational skills, and the capacity to work under pressure to meet deadlines.
- Ability to accomplish multiple tasks simultaneously while working in a fast-paced environment.
- Strong communication (both oral and written forms) and human relations/interpersonal skills with the ability to explain technical concepts efficiently and clearly.
- Ability to take initiative, prioritize duties, and work independently while functioning as a member of a team.
- Strong attention to detail essential. Must have excellent proofreading and clerical skills with meticulous concern for accuracy, detail, and appearance of outgoing materials.
- Office experience in the public or non-profit sector desirable with knowledge of youth development issues and support for the mission of Boys & Girls Clubs.
- Positive team attitude.
- Some evening and weekend hours required to work on special events with minimal travel.

Employee Classification:

As defined by the Fair Labor Standards Act, "exempt" status employees are exempt from the protections of the wage and hour laws of their state, or of the FLSA. "Exempt" employees must always be paid on a salary basis, not subject to reduction based on the quality or quantity of work performed.

Disclaimer:

The information presented indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, nor to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job.

Application Instructions:

Please submit cover letter, resume and salary requirements to Vice President of Development & External Affairs, Theresa Gilmore at theresa@bgccp.com. No phone calls please.

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