



**BOYS & GIRLS CLUBS**  
METRO DENVER



# Make a Difference for Kids

Helping Kids. Building Communities.



Boys & Girls Clubs of Metro Denver is offering an exciting opportunity for the right person to join our dynamic, forward-thinking team. We rely on the dedication of caring employees to provide a safe, nurturing environment for kids to learn and grow. We take pride in our highly skilled, diverse and committed workforce. Our staff are educators, coaches, artists, mentors, community leaders and ambassadors. Join a team of passionate individuals who are working to make a difference for kids.

## Marketing and Communications Coordinator

**Club/Office Location:** Program Support Center

### **Job Description:**

Boys & Girls Club of Metro Denver (BGCMD) is looking for a talented individual to generate compelling creative content to further the mission of BGCMD. This person must have a passion for writing, graphic design and understand the importance of creative content creation and storytelling that reaches a wide variety of audiences.

The position will be responsible for a wide variety of storytelling and writing projects including brand messaging, email marketing, blog content, speeches, internal communications, social media content, print marketing copy and more. Additionally, this position will be responsible for supporting graphic design needs for the organization. The successful candidate will be skilled across media channels and audiences. This role requires a high level of creativity, attention to detail, and project management skills.

### **Job Requirements:**

- Work closely with various departments to execute marketing strategy
- Design and write print and digital collateral materials
- Create all email marketing including monthly e-newsletter, event emails and other marketing emails
- Creation and execution of annual editorial content calendar
- Work with the Director of Marketing and Communications to develop messages and talking points
- Coordinate and implement organization's social media strategy
- Maintain and create content for BGCMD website
- Support the marketing and customer service efforts for the Dream House Raffle fundraiser
- Support public relations efforts through press releases, story pitches and interviews. Serve as the back-up organization public information officer.
- Serve as the organization's monitor of brand standards
- Provide administrative support for Marketing and Communications Department
- Other duties as assigned

*The information presented indicates the general nature and level of work expected of employees in this classification. It is not designed to contain or to be interpreted as a comprehensive inventory of all duties, responsibilities, qualifications and objectives of employees assigned to this job. The Boys & Girls Clubs of Metro Denver is fully committed to Equal Employment Opportunity and to attracting, retaining, developing and promoting the most qualified employees without regard to their race, gender, color, religion, sexual orientation, national origin, age, physical or mental disability, citizenship status, veteran status, or any other characteristic prohibited by law.*

## **Knowledge, Skills and Experience:**

- Success in developing and implementing consistent and effective brand materials across all internal and external communications
- Excellent organizational skills with strong attention to detail
- Demonstrated skill in copy editing and proofreading
- Strong project management, time management, and organized capabilities with the ability to manage numerous competing priorities
- Self-directed, independent, strategic learner who also appreciates collaboration
- Take accountability and ownership of projects from start to finish
- Proven ability to meet deadlines in a fast-paced and highly dynamic environment
- Excellent interpersonal skills and an ability to develop strong relationships – both with BGCMD employees and Boys & Girls Club members

## **Education and Experience:**

- 3 years professional marketing, design and writing experience.
- A bachelor's degree preferably in Communications, Marketing, Journalism, Graphic Design or a related field or equivalent experience
- Nonprofit experience a plus
- Solid skills with Adobe Creative Suite: Illustrator, InDesign, Photoshop and Acrobat
- Strong knowledge of email marketing platforms like MailChimp
- Strong knowledge of website content platforms like Wordpress
- Experience with Google Analytics and Google AdWords a plus
- Advanced knowledge of social media platforms including Facebook, Instagram, Twitter, SnapChat and YouTube
- Knowledge and experience with Raiser's Edge or Convio is a competitive advantage
- High proficiency in Microsoft Office (Word, Excel and PowerPoint)
- Knowledge of AP Style a plus

## **Details:**

**Status:** Full-time (32 hours per week)

**Pay Range:** \$20.00-23.00 per hour based upon experience; benefit eligible

**Hours:** TBD

**Benefits:** Health, dental, vision and life insurance, a generous 401(k) matching program, paid time off including holidays and birthday, paid parental leave, professional development opportunities and more.

**Interested applicants should submit a cover letter, resume, one design sample, one writing sample, and three professional references to [jobs@bgcmd.org](mailto:jobs@bgcmd.org). Please include the position title in the subject line of the e-mail.**

**This position will remain open until filled.**