



**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. Join a team of passionate individuals who are working to make a difference for kids.

## Communications Manager – Program Support Center

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

**Job Description:**

Reporting to the Sr. Director of Philanthropy, this position drives the consistent messaging, branding, and awareness campaigns for Boys & Girls Clubs of Metro Denver (BGCMD). This position is an exciting opportunity to elevate the organization's public standing and build an integrated communications function as part of the development team. The Communications Manager will function as part of a highly collaborative team across departments, including executive leadership, programs, and development.

Specifically, the Communications Manager's primary job responsibilities are as follows:

- Create compelling case for support statements and language to be used both broadly and targeted to specific constituents around the work, impacts, and results of BGCMD.
- Develop templates that support the strategic overarching branding and messaging, for the larger fundraising team to utilize for cultivation, proposals, and stewardship.
- Manage the press office function, including media relations, crisis communications, inquiries, press releases, media interviews, and taping requests.
- Manage, expand, and track media partnerships to drive brand/market awareness through columns, blogs, TV, print and events.
- Identify key events, speaking opportunities, and industry awards to target to elevate awareness of BGCMD.
- Develop and execute a strategy to ensure BGCMD executives, especially the CEO, are positioned to appear and speak at key community events to position executives as subject matter leaders in the youth development space.
- Create platforms for the CEO and development team to share BGCMD's strategic message through: speeches, blog posts, articles, and presentations for a variety of audiences.
- Produce and disseminate quarterly communication messaging in alignment with the strategic communication themes outlined in the monthly communications plan.
- Participate as a member of the branding/marketing/content team in the development of organization messaging and positioning and as a contributor of content to stewardship and engagement campaign materials and communications platforms including e-news, newsletter, written materials and presentations.

*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.*

- Responsible for the content production and execution of all publications including, but not limited to: spring and end of year appeals, annual report, and gift planning marketing.
- Work closely and collaboratively with the Content Manager and internal stakeholders in support of fundraising and social media efforts.
- Lead awareness efforts (earned media) to support for integrated marketing/fundraising campaigns, including the annual toy drive, year-end and spring campaigns, Gala and other events as needed.
- Responsible for all media partnerships, specifically CBS and the execution of the Together4Colorado Toy Drive in December.
- Leverage media relationships to support large fundraising campaigns and other department initiatives.
- Foster strong relationships with Club employees and Club members in order keep a bank of relevant and approved stories on hand.
- Maintain all media releases and information related to members.
- Provide support for Club communications, particularly as it relates to organizational announcements and messaging, recruitment, parent flyers, and member stories.
- Lead awareness efforts within target segments and geographies as part of overall branding/marketing/fundraising plans.
- Responsible for creating and executing the programmatic elements for all signature events, specifically Communications Manager will lead speech writing, scripts, and creation of videos.
  - Further signature event support will include managing the script and video production and preparing all speakers for the annual Gala (1,000 guests and \$1M+ of revenue).

#### **Job Requirements:**

- Bachelor's degree and 5 years of professional experience in philanthropy, public relations, corporate communications, agency communications, or media relations
- Excellent writing, editing, communications, presentation skills, as well as an innate ability to tell emotional stories that relate to our mission.
- Self-directed, independent, strategic learner who appreciates collaboration
- Ability to assume 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
- Preferred experience with a range of philanthropic work, including solicitation and stewardship of individual, foundation and corporate donors, donors and potential donor cultivation and research, grant writing, and special events
- Success in developing and implementing consistent and effective brand and communications 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
- Proficiency with Microsoft Office, WordPress, donor databases, web-based applications and use of the internet for research preferred
- Personal qualities of integrity, credibility and a commitment to BGCMD's mission, vision and values
- Nonprofit experience a plus
- Knowledge and experience with Blackbaud's Raiser's Edge is a competitive advantage.
- High proficiency in Microsoft Office (Word, Excel and PowerPoint)
- Knowledge of AP Style a plus



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**Details:**

**Status:** Full-time, Exempt

**Salary:** Commensurate with experience

**Hours:** Vary depending on organizational needs.

**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 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.**

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