

**POSITION TITLE: Events and Marketing Manager**

**FSLA STATUS: Full-Time Exempt**

**REPORTS TO: Chief Executive Officer**

### **About Big Brothers Big Sisters of East Tennessee**

Big Brothers Big Sisters of East Tennessee defends potential in children through strong and enduring, professionally supported one-to-one relationships that change lives for the better, forever. Children and youth enrolled in the program achieve measurable outcomes, including educational success, avoidance of risky behaviors, higher aspirations, greater confidence, and better relationships. This mission has been the cornerstone of the organization's 47-year history in the Knoxville area.

### **Position Summary**

A key member of the Big Brothers Big Sisters of East Tennessee development team, the Events and Marketing Manager leads special events, with emphasis on increasing revenue year-to-year. This position manages marketing operations for the agency including the agency's website (TennesseeBig.org), social media channels, print collateral, and more.

Primary Objectives:

1. Spearhead three key agency fundraising events: Bowl for Kids' Sake, Cash for Kids' Sake, and the Big Heights Rooftop Crawl.
2. Plan and execute all other development events in the Knoxville area.
3. Drive strategic growth of revenue and reach through cultivation and stewardship of corporations, media partners, donors and organizations that can provide sustained resources.
4. Market and promote the BBBS brand.
5. Lead annual marketing efforts such as National Mentoring Month, mid-year recruitment campaign, and more.

### **Position Responsibilities**

#### **Events – Bowl for Kids' Sake, Cash for Kids' Sake, the Big Heights Rooftop Crawl, etc.**

1. Manage event development, coordination, marketing and implementation.
2. Determine strategies and implement plans to meet fundraising goals.
3. Identify and steward corporate, community and institutional partnerships that will result in event and agency support.
4. Cultivate relationships to assist BBBS in the implementation of events.
5. Serve as staff leadership on event committees.
6. Secure corporate gifts and sponsorships.
7. Create and closely manage event budgets.

Position Description – Manager of Events and Marketing

### **Media, Marketing & Public Relations**

1. Develop and maintain relationships with media for the purpose of promoting BBBS.
2. Write and distribute press releases.
3. Manage creation of collateral materials (i.e. invitations, sponsorship flyers, etc.) for events and special projects as needed.
4. Produce organization newsletters and email blasts.
5. Manage planning and implementation of public awareness campaigns, including creation of print advertisements and promotional assets.
6. Oversee social media efforts (Facebook, Instagram, Twitter, and LinkedIn), from content creation to posting content to interacting with followers.
7. Send monthly Social Media Ambassador updates.
8. Update and manage BBBS-ETN and event websites.

### **Development**

1. Responsible for identifying, cultivating, and soliciting prospective donors -- especially monthly donors -- to assist the agency in reaching budgeted goals.
2. Solicit financial support from individuals, community leaders, and civic and business organizations.
3. Identify potential donors and fundraising events; compile biographical and other data.
4. Manage data in BBBS-ETN's CRM.

### **Other Duties As Assigned**

### **Supervisory Responsibilities**

- Supervise full-time AmeriCorps VISTA partner and event/marketing intern.

### **Position Qualifications**

- Bachelor's degree.
- At least five years professional experience demonstrating progressive responsibilities in any of the following: event planning, media, marketing, sales, development or community relations.
- High proficiency in Microsoft Office.
- Prior experience with fundraising software and donor databases.
- Knowledge and understanding of web, HTML and social media networks preferred.
- Must have car, valid driver's license, and meet state required automotive insurance minimums.

### **Required Skill and Abilities**

- Flexibility, team-oriented, and a sense of humor
- Strong attention to detail
- Exceptional interpersonal skills including the ability to work with diverse populations
- Demonstrated ability to think strategically and work collaboratively
- Excellent public speaking, presentation and writing skills
- An articulated belief in the mission of BBBS
- Ability and willingness to make cold calls
- Highly organized
- The ability to work outside regular business hours, including evenings and weekends

- Results-oriented approach
- Integrity
- Ability to travel within East Tennessee, occasional travel beyond Knoxville including the Tri-Cities region
- A people person with the ability to build relationships
- Physical Demands - Lifting, standing, walking, sitting, climbing

*The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and required skills. Contents may be subject to change to meet the needs of the organization.*

**Salary and Employment status**

- Salary commensurate with experience
- Full-time, exempt position