

# CAREERS



**Big Brothers Big Sisters**  
OF CENTRAL ARKANSAS

**Job Title:** Development and Marketing Manager  
**Department:** Program  
**Reports to:** Community Based Program Director  
**FLSA Status:** Non-Exempt **Last Reviewed:** Jan 2022

## OUR MISSION:

The Big Brothers Big Sisters of Central Arkansas (BBBSCA) mission is to provide children facing adversity with strong and enduring, professionally supported, one-to-one relationships that change their lives for the better, forever.

Each employee in Big Brothers Big Sisters of Central Arkansas helps to extend the mission of the agency in particular ways as outlined in the position description.

## JOB SUMMARY:

The Development and Marketing Manager contributes to Big Brothers Big Sisters of Central Arkansas's overall revenue strategy by ensuring an exceptional donor/prospect experience that deepens relationships and expands our base of support through strategic cultivation, stewardship, and management of development processes. Reporting to the Chief Executive Officer, this position will focus on executing a strategic marketing plan, building and maintaining donor records, supporting the implementation of donor acknowledgement, and assisting with site wide events. The Development and Marketing Manager will work collaboratively with the senior leadership team and board of directors of Big Brothers Big Sisters of Central Arkansas on other various tasks as needed.

To be successful in this role a candidate must be a strong communicator and work with an organized and deliberate mindset to get things done. The ideal candidate has a strong sense of responsibility and problem solving. Showing initiative and a growth-mindset, the Development and Marketing Manager creates a sense of structure and success which contributes to the overall health of Big Brothers Big Sisters of Central Arkansas.

## MARKETING:

- Lead all social media accounts of Big Brothers Big Sisters of Central Arkansas (Facebook, Instagram, Twitter, LinkedIn, and emerging media sites).
- Lead creation and execution of monthly e-newsletters and other digital communication.
- Utilizing the Adobe Suite design, create, and manage all marketing collateral for social media, newsletter, events, and other site-wide initiatives.
- Update and create relative content of the Big Brothers Big Sisters of Central Arkansas web pages.
- Serve as Marketing and Communication liaison with BBBSCA HQ.  
support to continue remain strong.
- Supervise a caseload of up to 20 matched pairs of children and adult mentors.
- Help recruit up 5 to 10 adult mentors per week.
- Other duties as assigned by supervisor.

## OPERATIONS

- Maintain donor relationship records by leading management of Salesforce database.
- Support strategic cultivation and stewardship plans by leading data management of donors, including pipeline meetings, and managing the execution of donor acknowledgement.
- Implement with fidelity a high-quality stewardship program that engages, recognizes, and thanks supporters, strengthening their relationship with the organization.
- Working directly with BBBS National, process and manage all donations to Big Brothers Big Sisters of Central Arkansas.

## EVENTS

- Manage execution of auction at annual gala including software, item collection, photographing items, and managing the

auction committee prior to and night-of the event.

- Manage records of event sponsorships and create documents for annual event committee and Big Brothers Big Sisters of Central Arkansas board.
- Assist the CEO with the execution of events, including Bowl for Kids Sake, Dream Big Auction, Giving Tuesday (digital event), The Big Circle, Battle of the Ballpark, The Big Luncheon, Big Role Models, Bigger Together Dinner, and additional site based events.

Big Brothers Big Sisters of Central Arkansas Team Member

- Actively participate in all departmental and site-wide gatherings including staff meetings, pipeline meetings, special events, school visits, etc.
- Actively participate in relevant network-wide meetings and calls providing insight, feedback, and collective problem-solving.
- Assist and show teamwork in site-wide initiatives.
- Cross-departmental collaboration and tasks as needed.

#### **THIS MAY BE THE JOB FOR YOU IF:**

- You have a strong interest in education or youth development and want to be a part of an organization supporting our community in creating an equitable learning environment for student success.
- You are adept at balancing multiple priorities and have a desire to consistently work towards your own personal and professional growth.
- You are a people person and are comfortable communicating internally and externally.
- You take initiative and are highly collaborative, approaching your work with energy and a growth-mindset attitude.
- You are excited to be part of a team and can be flexible as needed.
- Exhibit a passion for Big Brothers Big Sisters mission and core values and share in the organization's commitment to Diversity, Belonging, Inclusivity, and Equity.

#### **QUALIFICATIONS:**

- Strong interpersonal and presentation skills.
- Strong initiative and ability to work independently to achieve goals.
- Efficient time management skills with the ability to meet deadlines and prioritize multiple projects.
- Ability to work after-hours on occasion.
- Passion for youth development.
- Thrives in diverse, youthful high energy, entrepreneurial, fast-changing environment.
- Demonstrate a willingness to work as and be a strong and collaborative CYLR team member.
- Comfort in leveraging software tools for tasks, email management, and marketing. Experience in Adobe and Salesforce a plus.
- 1-2 years' experience in operations or development preferred.

#### **COMPENSATION AND BENEFITS**

- Compensation (\$55,000 to \$65,000) commensurate with experience. Great benefits include: company sponsored health insurance, paid vacation, holidays, parental leave, retirement benefits allowance, and more.
- As an equal opportunity employer, Big Brothers Big Sisters is committed to providing employment opportunities to all qualified individuals and does not discriminate on the basis of race, color, ethnicity, religion, sex, gender, gender identity and expression, sexual orientation, national origin, disability, age, marital status, veteran status, pregnancy, parental status, genetic information or characteristics, or any other basis prohibited by applicable law.
- Big Brothers Big Sisters encourages people from underrepresented backgrounds to apply, particularly Black, Indigenous, and People of Color (BIPOC); those who are first in their family to attend college; adults without a college degree; LGBTQIA community; and people from low-income backgrounds.

#### **BENEFITS**

Full time employees will be eligible for all benefits including vacation and sick days and organization holidays. You may participate in all benefit programs that Big Brothers Big Sisters establishes and makes available to eligible employees, under (and subject to all provisions of) the plan documents that govern those programs. Currently, Big Brothers Big Sisters offers medical, dental and vision, life, accidental death and dismemberment and disability coverage, other retirement plan benefits.