Outreach and Events Coordinator

Big Brothers Big Sisters of the Greater Sacramento Area’s (BBBS) mission is to create and support one-to-one mentoring relationships that ignite the power and promise of youth. Our vision is that all youth achieve their full potential.

# GENERAL SUMMARY

Under the direction of the Chief Executive Officer responsibilities include planning, creating, and managing all BBBS of the Greater Sacramento Area's fundraising and outreach events. The Outreach and Events Coordinator will design and distribute all outreach materials (i.e. newsletters, Enews, brochures), and will be responsible for developing weekly online messaging (i.e. social media). This position requires considerable organizational, interpersonal, and marketing skills, as well as experience managing large groups of volunteers, working some evenings and weekends, and the ability to work with a dynamic team.

This is a full-time, non-exempt, hourly position eligible for Medical, Dental, Vision, Retirement Savings Plan (with employer match), Sick, Vacation and other PTO.

This is a hybrid position, based at the BBBS main office located in Sacramento, California. All staff in office days include Monday and Thursday at the BBBS main office located in Sacramento, California. This position will require some travel throughout the greater Sacramento area as necessary based on event needs and responsibilities.

# ESSENTIAL DUTIES/ RESPONSIBILITIES

This position is committed to the success and safety of all participants and is continually seeking to program outcomes.

## Outreach (50%)

## • Design visual content/layout for bi-weekly E-news to ensure a consistent message and image is

## sent out to members and supporters

## • Produce written, visual and video content for the suite of social media outlets

## • Create quarterly newsletter layout and visual content

## • Create stewardship letters to key stakeholders

## • Work cross-departmentally to produce local BBBS Annual Report

## • Maintain and update the website and its content on a regular basis

## • Produce video content for outreach (capturing testimonials, event footage etc.)

## • Prepare and update brochures, postcards, promotional materials, and other published

## media/communications pieces

## • In collaboration with the CEO create PowerPoint presentations and other presentation materials

## for board meetings, and other public outreach opportunities

## • Maintain strong working relationships with members of the media as well as local

## photographers, graphic designers, artists, etc.

## • Plan and execute on online BBBS campaigns

## Events (40%)

• Plan, publicize, and execute all fundraising, outreach, and appreciation events which includes all or

part of the following: recruiting, training, and managing staff, board, and volunteers to professionally

execute events; securing event venues, permits, licenses, food and beverages, supplies, media

coverage, equipment, and entertainment; obtaining corporate sponsorships and donated

items/services; handling ticket sales; processing cash, credit cards and checks

• Help develop event budget, keep track of expenses and income

• Design event outreach materials (i.e., posters, ads, banner) and promote events widely

• Post-event acknowledgments: write thank you notes to all volunteers, sponsors, and event raffle,

auction (& in-kind) donors following each event

• Support the planning and execution of major donor and Legacy Donor events

• Lead, plan and execute on major online fundraising campaigns

• Serve as the primary contact for communicating and coordinating with all volunteers

## Other (10%)

• Support CEO with administrative tasks as needed (i.e. donor thank you notes, entering donations in

donor database, help with sending out appeal letters and other donor communications).

• Attend staff, team and committee meetings

# QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the minimum knowledge, skill and/or ability required for the position.

• Background in marketing, advertising, communications, graphic/web design, social media

* Bachelor’s Degree plus two years of relevant work experience
* Proven experience communicating professionally with various stakeholders and through multiple modalities.
* Relates well and shows sensitivity to internal and external stakeholders. Builds appropriate, constructive and effective rapport to further the mission.
* Proficiency in Microsoft Office Suite, specifically Word, Outlook, Excel and PowerPoint.
* Proven experience creating compelling digital and print media, images, video etc.
* Ability to quickly learn and operate within organization specific web-based platforms and donor management tools.
* Demonstrated organizational skills in handling and prioritizing multiple complex assignments and projects.
* Proven ability to work independently, effectively as an individual and part of a team in a fast- past environment.
* Must possess and maintain a valid driver’s license and insurable driving record and have access to a personal vehicle for use during working hours.
* Must be able to perform essential functions of the job description with or without reasonable accommodation.
* Must provide proof of identification and eligibility to work in the United States of America.
* Must successfully pass a background screening
* Passionate about the BBBS Mission!

## PHYSICAL DEMANDS/ WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to stand, walk, sit, use hands and fingers, reach with hands and arms, climb or balance, stoop, kneel, crouch or crawl and talk or hear. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 50 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

This job description does not cover all the activities, duties or responsibilities required of this role. Omission of specific statements of duties does not exclude them from the position if the work is similar or related to the position. Duties, responsibilities, and activities may change, or new ones may be assigned at any time with or without notice to accommodate the needs of the organization. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

*BBBS is an Equal Opportunity Employer. All qualified applications will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, sexual orientation, gender identity or any other characteristic protected by law.*

**To Apply:** Please submit a resume and cover letter to [careers@bbbs-sac.org.](mailto:careers@bbbs-sac.org)