



Position Title: Marketing Manager
Reports To: Chief Executive Officer (CEO)
Status: Non-Exempt/Part-Time
Location: Boys & Girls Club of New Rochelle, New York

Boys & Girls Club of New Rochelle Mission:

To enable all young people, especially those who need us most to reach their full potential as productive, caring, responsible citizens.

Boys & Girls of New Rochelle Organization

Boys & Girls Club of New Rochelle (BGCNR) serves youth ages 6 to 18, Monday through Friday, after and before school including weekend activities and during the summer. The BGCNR promotes the physical, mental, moral, and social well-being of the boys and girls of New Rochelle and surrounding areas by providing educational support, enrichment, and recreation to achieve such ends.

Founded in 1929 following the stock market crash, the BGCNR has served thousands of kids from all races, ethnicities, and creeds in its 93 years in operations while developing engaged, successful adults and community-minded citizens. Many members have volunteered and served on the Board of Directors. In 2020, the BGCNR operated 15 Club sites in Westchester County, serving 3,500 youth with 125 adult staff and over 290 volunteers.

Position Summary

Reporting to the CEO, the Part-Time Marketing Manager will help identify and create opportunities to build public awareness of the Boys & Girls Club of New Rochelle's brand, programs, services, and activities. S/he has experience in integrated marketing specifically in digital and traditional marketing, content marketing, social media, community/grassroots marketing, communications/PR, etc. Knowledge and experience in nonprofit youth development space is highly desirable. The individual must be an effective collaborator, communicator, and motivator who has a demonstrated track record in creating and executing result-oriented campaigns and initiatives. The Marketing Manager is go-getter, innovative, and creative and ability to thrive in an entrepreneurial fast-paced environment.

Key Position Responsibilities

- Ensure and oversee the implementation of opportunities/special events/initiatives to create positive public awareness about BGCNR increasing visibility of BGCNR's programs, services, activities, impact of BGCNR's effectiveness with helping youth achievement outcomes.
- Support marketing strategy and efforts that maintain good public relations with donors, prospects, and the community at large.
- Create or adapt messages and vehicles for promoting programs, events, activities to the public, partners, and members through traditional print/digital channels including newsletters, public service announcements, flyers, emails, social media, blogs, etc.
- Contribute to attaining financial support by increasing membership and building the base of support through marketing and public relations campaign.
- Design and promote special events that focus awareness on BGCNR's activities, engage community support and generate revenues.
- Manage BGCNR website specifically new web pages, landing pages, integrations, and settings.



- Conduct research on donors as needed.
- Use available technology to ensure the efficiency and effective management of data as it pertains to donor management, gift tracking/recording, gift acknowledgement, event planning, etc.
- Assist in establishing and maintaining procedures and formats for marketing materials and activities.
- Track, monitor, and report channel marketing in order to measure ROI, performance metrics/KPIs, quantifying results from each channel. Regular reporting of results.
- Perform other duties as assigned.

Required Knowledge, Skills and Abilities

- Bachelor's degree required from an accredited college or university in Marketing, Business Administration, or related discipline. Experience may be substituted for a lesser educational degree.
- One to three years of experience in marketing and/or public relations with Boys and Girls Club or similar youth development organization preferred.
- Demonstrated experience in designing and implementing successful traditional/digital marketing campaigns.
- Experience in planning and implementing events.
- Excellent communications skills, both verbal and written.
- Strong content and copywriting skills.
- Multi-tasker with ability to quickly prioritize tasks.
- Time management and organization prioritizing tactics to meet critical deadlines.
- Ability to work either independently or as an active team member.
- Proficient in MS Office Suite including MS Word, Excel, PowerPoint, and Outlook as well as Adobe Pro and other graphic design software.
- Proficient using Social Media platforms and Analytics tools (Google Analytics, Facebook, Twitter, LinkedIn, YouTube, TikTok, etc.)
- Familiarity with fundraising and/or donor management software, Network for Good preferred.
- Ability to pass background screenings including a criminal background screening.
- Valid driver's license and clean driving record required.

Compensation commensurate with education and experience \$22-30/hour

A resume and cover letter should be sent to Becky Mazzanobile to ensure full consideration

Becky Mazzanobile, (Cell) 917-501-6805, bmazzanobile@bgcnr.org www.bgcnr.org