



**BOYS & GIRLS CLUB
OF GREATER NASHUA**

POSITION TITLE: Director of Marketing and Communications

DEPARTMENT: Resource Development / Corporate Functions

REPORTS TO: Sr. Director of Advancement

TYPE OF EMPLOYMENT: Full-Time, Salaried

ANNUAL SALARY: \$45-60K, based on experience.

COMPANY DESCRIPTION:

The Boys & Girls Club of Greater Nashua, Inc. is a youth development organization that serves children aged six-weeks to eighteen-years old. Our mission is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens. We deliver on this mission by providing a safe and fun place for children to grow, by offering engaging programs focused on academics, health, and leadership, and by connecting the youth we serve with caring mentors and role models.

PRIMARY FUNCTION OF THIS ROLE:

The primary responsibility of this role is to positively promote the Club's brand and to develop a robust communication and marketing strategy, adjusting that strategy based on ongoing measurement of results. The ideal candidate will have experience growing social media followings and will work collaboratively with the Club's program and fundraising teams to successfully spotlight and advertise our seasonal youth program offerings and annual fundraising events. This role will also, on a more limited basis, assist with the donor tracking and acknowledgements.

KEY ROLES & ESSENTIAL RESPONSIBILITIES:

- Build brand awareness through various media channels, promote the organization's youth programming activities and key fundraising events
- Build and regularly adapt (based on measured outcomes) the organization's marketing, communication and engagement plan
- As part of the organization's marketing and communication plan, incorporate Social Media strategies to grow Club brand awareness
- Generate printed mailers, email communications, and Social Media content for all Club constituents
- Engage with members, families, community members and followers across all channels
- Market Club programs to new families, with the goal of increasing average daily attendance of Club programs across all age groups (Early Learning Center, Clubhouse, and Teen Center)
- Monitor SEO and web traffic metrics
- Work with the Executive Director and Club Operations Lead to develop and disseminate internal communications to all employees
- Photograph Club activities and events for use in social media postings

- Maintain and update organization website on WordPress
- Assist fundraising team with intake of donor contributions and communications thanking them for their support

REQUIRED:

- Motivated team player who is energized by working together to create a better future for today's youth
- Degree in marketing, digital marketing or related field
- Experience as social media manager or a similar role
- Experience in creating and implementing social media strategies
- Knowledge of best practices for various social media platforms (Facebook, Instagram, LinkedIn, etc)
- Experience with WordPress and Canva preferred
- Creative thinker, able to craft engaging content
- Strong attention to detail
- Organized and able to multi-task
- Excellent verbal and written communication skills
- Must pass a background check

SCHEDULE:

Monday through Friday. One-hour lunch break incorporated into daily schedule. Flex schedule will be considered, based on candidate and professional experience.

PHYSICAL REQUIREMENTS/WORK ENVIRONMENT:

This position is located at One Positive Place, Nashua, NH. Hybrid work schedule available based on candidate experience. Ability to lift 25 lbs.

BENEFITS:

Club pays 80% of Health, Dental, and Vision insurance. Life Insurance, and both Short and Long-term disability provided at no cost to employee. A percentage of pay also put into pension fund on behalf of employee; employee match is not required.

DISCLAIMER:

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 required of employees assigned to this job. All employees of the Boys & Girls Clubs of Greater Nashua are employees at will.

The Boys & Girls Clubs of Greater Nashua is an Equal Opportunity and Affirmative Action Employer.

For more information about this role, please contact Meghan Fitzgerald at mfitzgerald@bgcn.com.