



Boys Hope Girls Hope
Inspire. Empower. Nurture. Succeed.

MARKETING & STEWARDSHIP COORDINATOR

Marketing & Stewardship Coordinator Boys Hope Girls Hope of Northeastern Ohio (BHGH) is seeking an experienced marketing professional to advance the mission of Boys Hope Girls Hope (BHGH) by actively organizing, creating, and engaging in communications with stakeholders, community partners and benefactors via the BHGH website, newsletters, social media outlets, special event collateral, promotional and development materials, acknowledgements and thank you letters. The Marketing & Stewardship Coordinator plays a pivotal role in advancing the BHGH brand in the community and managing a process to ensure timely and unique correspondence with donors and prospects.

Qualified candidates must possess a bachelor's degree, have excellent writing skills and demonstrate strong creative, strategic, analytical, and organizational skills. Strong candidates will also have some experience or proficiency in WordPress and Adobe Creative Suite.

Organizational Background Boys Hope Girls Hope of Northeastern Ohio was founded in 1986 to help students from disadvantaged backgrounds succeed in school and life. Our mission is to help academically capable and motivated children in need to meet their full potential and become men and women for others by providing value-centered, family-like homes, opportunities and education through college. The young people we serve come from families affected by poverty, substance abuse, mental health issues, community violence and a lack of sufficient academic opportunity; BHGH of Northeastern Ohio currently serves 175 young people. BHGH shares a common mission with 14 U.S. and three Latin American cities and utilizes structured programming adapted to the needs of each community, unique curriculum, and partnerships with local schools and universities. Service 'pathways' include residential homes for up to 20 Scholars; year-round, community-based, out-of-school time programming for 6th – 12th graders; and post-secondary advising and scholarship support through career launch.

BHGH is in the final phases of a 5-year capacity-building project punctuated by the expansion of our campus and construction of a 22,000 square-foot Academy Center designed to dramatically increase our depth of programming as well as the number of Scholars we serve each day. During this exciting time of growth, we are strategically examining ways to increase our profile in the community and ensure sustainability of this important work for generations to come. ourhopeforthefuture.org

Interested candidates should submit a detailed COVER LETTER and RESUME, along with a sample of ORIGINAL CREATIVE WORK (as a PDF), to Aubrey Pischieri at apischieri@bhgh.org



Position Description

Position Title: Marketing & Stewardship Coordinator

Reports To: Development Director

Classification: Full-Time, Exempt

Summary and Objectives

The Marketing and Stewardship Coordinator advances the mission of Boys Hope Girls Hope (BHGH) by actively organizing, creating, and engaging in communications with stakeholders, community partners and benefactors via the BHGH website, newsletters, social media outlets, special event collateral, promotional and development materials, acknowledgements and thank you letters. The Marketing & Stewardship Coordinator plays a pivotal role in advancing the BHGH brand in the community and managing a process to ensure timely and unique correspondence with donors and prospects.

Essential Duties

- Spearhead the creation of content and design for website, social media, print materials, email campaigns, videos, presentations, media pitches, proposals, training materials and any additional mediums that promote the BHGH brand
- Manage the agency's stewardship and donor relationship efforts, including drafting of authentic and creative correspondence and unique updates for key donors and friends
- Work collaboratively with the Development and Management teams to create key campaign themes, messages and collateral to support donor and stakeholder engagement, cultivation activities and special events
- Implement BHGH's Communication Plan, which provides a framework to create alignment around BHGH messaging for stakeholders, including the Board of Directors, staff, volunteers and donors
- Work closely with external marketing, design, printing, web development and other vendors to maintain brand standards and platform functionality
- Maintain a comprehensive marketing file on BHGH which includes branding documentation, historical print ads, photos, statistics, data, media contracts, etc., that is easy to understand and navigate and is accessible to others
- Create weekly/monthly reports on media placements, website updates, Google/SEO analytics, press release distribution, social media, graphic design projects, budgetary spending updates, and other pertinent marketing information
- Other responsibilities as assigned

Essential Qualifications

- Bachelor's degree in a Marketing and/or Communications area of study
- *Excellent* writing and editorial skills
- At least one year of demonstrable experience in the Marketing and/or Communications field or a directly related position

Competencies and Preferred Experience

- Experience overseeing the design and production of print materials and publications
- Experience managing websites [WordPress] and numerous social media outlets in a professional capacity
- Ability to create content as well as identify and generate creative themes, stories and ideas
- Familiarity and experience with graphic design software [Adobe Creative Suite], digital communication tools and coordination with related contractors/vendors
- Ability to drive grassroots marketing efforts in innovative, unconventional and resourceful ways
- Strong creative, strategic, analytical and organizational skills
- Strong initiative, self-motivation and a positive mental attitude
- Excellent time management and prioritization skills
- Passion for the mission of BHGH

Accommodations/Working Conditions

The Marketing and Stewardship Coordinator is a full-time employee of Boys Hope Girls Hope located in Garfield Heights, Ohio. Some travel is required.

Boys Hope Girls Hope is an equal opportunity employer. Employment with Boys Hope Girls Hope is on an at-will basis.