



Big Brothers Big Sisters of East Central Wisconsin Events & Marketing Specialist

POSITION PURPOSE

The Events and Marketing Specialist is directly responsible for managing and implementing high-quality effective fundraising events in support of Big Brothers Big Sisters of East Central Wisconsin. The Events and Marketing Specialist will also manage event marketing and communication efforts and support development and agency-wide marketing campaigns and initiatives. As a member of the BBBS team, this position is also responsible for supporting and directly contributing to the organization's growth and culture of collaborative leadership.

ESSENTIAL DUTIES & RESPONSIBILITIES

Events

- Plan, coordinate and execute agency fundraising events that achieve annual fundraising goals – manage budget, logistics, volunteers, committees, marketing and promotional efforts and fundraising activities (Peer to Peer, sponsorships, registrations, auctions, raffles etc.)
 - Bowl for Kids' Sake
 - Dream Big Gala
- Support, coordinate and engage event committees and volunteers through administrative support, communication, scheduling, and record keeping
- Coordinate and execute all marketing and promotional efforts for events
- Cultivate and steward partnerships and sponsorships as assigned
- Oversee 3rd party fundraising events
- Oversee fundraising platforms (Constant Contact and Qgive)
- Create opportunities to cultivate and develop meaningful relationships for the organization via event participants, donors, local business, and community members. Serve as an external representative of the Agency at designated community engagement events, business meetings, and stakeholder conversations
- Other fundraising tasks as assigned

Marketing

- Design print and electronic pieces and update template pieces
- Manage web-based efforts including website and social media platforms (Facebook, Instagram and LinkedIn)
- Develop and create content for web-based efforts, printed materials, and newsletters
- Oversee key agency collateral materials (print and promotional) and communication pieces
- Other marketing tasks as assigned

QUALIFICATIONS

- Bachelor's Degree required, Marketing, Communications, Public Relations, Business, or related field
- Preferred: Two years of experience in fundraising and event planning; peer to peer fundraising, marketing/communication, social media

CRITICAL SKILLS & KNOWLEDGE

- Excellent organizational and written/oral communication skills required
- Demonstrated ability to meet deadlines
- High attention to detail and sense of urgency to drive towards project accuracy and completion
- Demonstrated experience with Microsoft Office, Canva and Adobe Cloud required
- Experience with website development/maintenance, proficient use of social media and familiarity with web-based programs for communications
- Knowledge of nonprofit industry, fundraising and event planning
- Ability to work independently and as a self-starter with a high level of flexibility
- Ability to effectively collaborate with other staff in a team-oriented environment
- Ability to relate well in multi-cultural environments

OTHER REQUIREMENTS

- Must have a valid driver's license and the ability to travel within the community throughout the workday with full time access to automobile and automobile insurance in the amount required by the state of Wisconsin
- This position is expected to participate in BBBS signature fundraisers, agency events, and community engagement activities. Some nights and weekend hours will be required to effectively perform in this position

Compensation:

The compensation for this Full-Time position is competitive pay commensurate with experience. Benefits include health insurance, dental insurance, vacation, holidays, wellness days, 401k retirement account and an Employee Assistance Plan.

To Apply: DEADLINE TO APPLY: January 17, 2025

Send resume and cover letter to jobs@bbbsecw.org or mail:

Kayla Fischer, Development Director, Big Brothers Big Sisters of East Central Wisconsin, 1331 American Drive, Neenah, WI 54956

Big Brothers Big Sisters is an Affirmative Action Equal Employment Opportunity employer committed to achieving a diverse workforce and to maintaining a community which welcomes and values a climate supporting equal opportunity and difference among its members. All qualified applicants will receive consideration for employment without regard to race, national origin, color, religion, age, genetics, sex, sexual orientation, gender identity, disability, or veteran status