

# **Boys & Girls Clubs of Dorchester**

## **Chief Communications and Marketing Officer**

### **JOB SUMMARY**

Boys & Girls Clubs of Dorchester (BGCD) seeks an innovative, thoughtful, and forward-thinking Chief Communications and Marketing Officer (CCMO) to creatively elevate the organization's mission and impact to the public in creative ways with the goal of expanding the visibility and recognition of the transformative programs and initiatives that serve 4,000+ youth and families annually.

As part of the leadership team and reporting directly to the CEO, the CCMO will lead communication strategies and advise senior leaders and colleagues on various initiatives to champion BGCD's mission, programmatic offerings, collaborative partnerships and noteworthy events to both internal and external stakeholders. Working directly with the Director of Development and Communications, and in partnership with the Chief Development Officer, the CCMO will oversee and develop communication strategy and execution, subcontract/consultation management, media relations, and engagement campaigns, engaging diverse and unique audiences. Additionally, the CCMO will lead internal communications, publications, regular outreach with key stakeholders, project management, and development communications.

Constituencies are broad-ranging and diverse, including members and their families; community partners; board members; volunteers and financial supporters, and the public. The CCMO will be responsible for all media events, external relations, and campaign communications strategy and implementation (in partnership with the Chief Development Officer). The CCMO serves as public information officer for the Club, actively supporting and participating in organization-wide communications meetings and planning activities. The CCMO provides vision and conducts long-range planning for all outward-facing collateral and publications, while also supervising production details with the staff and/or relevant contract employees. This position may also work closely with the Director of Information Technology to best utilize BGCD's database and CRM system.

The CCMO serves as the club's principal communications strategist and advisor, developing creative strategies to promote BGCD's vision, priorities and identity and brand, through visual, verbal, digital, and printed media, and messages—including digital content, events, and publications—to ensure that BGCD is recognized as a leader in youth services and to build awareness of and engagement with BGCD's mission and priorities.

### **KEY ROLES (ESSENTIAL JOB RESPONSIBILITIES)**

#### **Communications and Marketing Strategy**

- Provides strategic communications leadership and creative marketing and outreach for the organization's programs and functional areas, including Development and Donor/Prospect Relations, Diversity Inclusion and Belonging, and Member/Family/Alumni engagement.

- Develops and implements internal communications strategies and tools to ensure that BGCD staff, members, and families are aware of programs and priorities and to foster a strong sense of community. Develops internal communications plans to support Programs and Leadership Staff; works with all departments to develop messaging, briefings, draft CEO's statements, and remarks and prepare longer-term addresses for initiatives and events.
- Develops and executes a comprehensive digital and social media strategy, enhancing understanding of the digital landscape, audience engagement, and analytics utilization. Provides strategic guidance and resources to foster innovation and the adoption of new technologies and ideas. Ensures all digital content and platforms are accessible; Revamps and maintains a Digital Accessibility Policy for the Club.
- Oversees a publications and editorial strategy for the club that promotes quality and consistency in editorial content and design, efficiency of production, and adherence to production deadlines and allocated budget.

### **Public Affairs, Media Relations, and Issues Management**

- Provides strategic advice and guidance to the Leadership Team, senior managers and Board on issues management and crisis communications and align internal communications and media relations strategies and plans.
- In consultation with CEO, manages responses to any Club-related incidents that may attract media attention. In consultation with Senior Leadership, helps manage the flow and control of information at times when the Club's emergency procedures are in effect.
- Oversees local, national, and international media relations plans designed to give appropriate visibility to BGCD's staff, members, Board, Partners, families, and alumni.

### **Marketing**

- As Chief Marketing Officer for the Club, develops plans to understand and act upon trends and developments in the field of Youth Services nationally.
- Develops and promotes the "brand" of BGCD—its graphical identity in the market, its distinctive and unique attributes, and strengths in comparison with comparable organizations, and the messaging concepts and communications to use effectively throughout all communications channels.

### **Management and Administration**

- Oversees the all Communications/Marketing initiatives with overall responsibility for fiscal management and effective staff engagement and development.
- Develops long-term strategic and annual operating plans, budgets, and goals for Communications and Marketing while effectively managing the successful implementation of those plans.

- Provides planning advice and administrative and budgetary oversight for the initiatives outlined in the Strategic Marketing and Communications plan.
- Provides strategic, creative, and editorial direction for the Club's print media, digital media and social media presence and usage, and shares oversight, with the director of information technology on web development and design and of other large electronic communications initiatives.

### **Other Responsibilities**

- Attend staff and board meetings as required and represent BGCD at networking and fundraising events.
- Interpret and share BGCD's core values, mission, and strategies.
- Perform any additional duties as needed by the President & CEO.
- Engenders trust and must be deeply passionate about the work.

### **SKILLS/KNOWLEDGE REQUIRED**

- Bachelor's degree required; advanced degree in relevant field preferred.
- Expertise in interdisciplinary marketing and communications in the context of mission driven organizations. Demonstrated progressively responsible leadership experience.
- Exceptional strategic thinking, team building, relationship management, and interpersonal, oral, and written communication skills essential.
- Commitment to collaborative leadership, proven strategic planning and execution experience, and demonstrated evidence of innovative communication and marketing strategies.
- Demonstrated commitment to social justice, inclusion and equity and belonging.
- Skill at adeptly and diplomatically prioritizing and managing diverse requests from various stakeholders, ensuring efficient communication and alignment with organizational objectives.
- Demonstrated experience creatively leveraging integrated digital communications strategies.
- Must be able to manage multiple programs simultaneously and to develop and implement forward-thinking and creative strategies.
- Must be able to appropriately handle confidential materials, meet deadlines, and consistently exercise sound judgment and possess strong skills in the areas of leadership, persuasion, negotiation, and people and fiscal management.

For more information on Boys & Girls Clubs of Dorchester, please visit the website ([www.BGCDorchester.org](http://www.BGCDorchester.org)).