



Position title	Department	Reports to
Development Director	Administration	CEO
Employment status	FLSA status	Effective date
<input type="checkbox"/> Temporary <input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time	<input type="checkbox"/> Nonexempt <input checked="" type="checkbox"/> Exempt	5-25-2022
Supervises	Salary Range	
Office and Development Coordinator	Depends on experience	

## About Us

Since 1995, Big Brothers Big Sisters of San Luis Obispo County has served young people on the Central Coast with youth mentoring services. Our work supports our belief that every child has the ability to succeed and thrive in life. Big Brothers Big Sisters makes meaningful, monitored mentor matches between volunteers (Bigs) and youth (Littles). Through our commitment to quality and innovation, and the passion we have for our work, we develop and sustain positive, life-changing relationships that have a direct and lasting impact on the lives of our youth and the adults who mentor them.

Our Mission is to create and support one-to-one mentoring relationships that ignite the power and promise of youth. As noted by our vision, we are driven by a future in which all youth achieve their full potential.

We want people of all backgrounds to see themselves represented and included in our work, so we actively seek to diversify our team and bring more voices to the table. We know that teams perform at their highest when they feel supported and that they belong. Each of our team members bring unique perspectives and skills, and we are committed to building a culture where voices are heard, differences are celebrated, and everyone has the opportunity to do meaningful work. We are truly bigger and better together!

## Position Summary

Responsible for donor acquisition and fundraising events (Big Event, Cornhole/Dodgeball and/or Annual Shareholders); an annual giving program; major gifts from individuals; corporate giving; grant writing and foundation giving; and planned giving. Responsibilities also include implementing, sustaining, and evaluating an effective marketing and public relations program that advances the mission of Big Brothers Big Sisters of San Luis Obispo County. Working closely with the CEO, Development and Marketing Committee, staff, and consultants.



## Essential Duties and Responsibilities

The essential functions include, but are not limited to the following:

1. Develop and implement a plan for identifying, qualifying, cultivating, soliciting and stewarding individual, foundation, and corporate potential donors.
2. Manage donor stewardship, information systems, gift entry and acknowledgement and prospective donor research.
3. Manage donor database.
4. Plan and implement all agency fundraising special events.
5. Set and achieve, in close collaboration with the CEO, multi-year and annual agency revenue goals.
6. Prepare and submit timely monthly and annual service statistical reports and other reports as requested by the CEO.
7. Staff the Development and Marketing Committee working closely with members to maximize volunteer involvement in the cultivation, solicitation, stewardship and marketing processes.
8. Participates with local, regional, national organizations and attends workshops and seminars when deemed advisable by the CEO
9. Design and implement BBBS SLO communications plan to achieve goals.
10. Implement metrics to evaluate the success of communications activities.
11. Perform a quarterly review of all communications activities.
12. In close collaboration with the CEO, develop and oversee the income budget for individual, major, corporate and legacy gifts, grants, and special events.
13. Manage relationships with community partners.
14. Maintain knowledge of Big Brothers Big Sisters of America marketing and funding opportunities and incorporate into BBBS SLO plan when applicable.
15. Position BBBS SLO as the premier youth mentoring organization in San Luis Obispo, CA



16. Identify unique and cost-effective ways for BBBS SLO to communicate with its target audiences.
17. Explore and implement grassroots marketing efforts.
18. Collaborate with staff to implement recognition efforts for donors.
19. Develop and implement the agency's web based strategies, including maintenance of agency website, e-news communications, blogs, social media and other tools as necessary.
20. Distribute press releases and secure placement in media outlets for stories, events, etc.
21. Oversee development of agency collateral materials including key print pieces and promotional items with consideration of all agency departmental needs.
22. Position CEO as agency spokesperson and secure external communication opportunities.
23. Identify and implement strategies for BBBS SLO to capitalize on National Mentoring Month (January).
24. Plan for future agency used advertising, commercials, print as, brochures, etc.
25. Assists CEO with special projects, fund raising, and other duties as assigned.
26. Models and practices 360° customer service with co-workers, volunteers, program participants and the community.

### **Minimum Qualifications (Knowledge, Skills, and Abilities)**

- Minimum Bachelor's degree in marketing, hospitality communications, PR, sales or related field from an accredited university or equivalent experience.
- Must have 2-5 years of related work experience in fund development, marketing, communications and/or public relations. Experience in youth development field, a plus.
- Demonstrated ability in donor and fund management.
- Proficiency in the Microsoft Office 365, Salesforce, automated forms and calendaring systems
- Excellent public speaking, presentation, and writing skills.
- Superb organizational and time management skills.
- Ability to work independently.
- Ability to organize complex materials and manage more than one project at a time.



- Must work with a high degree of flexibility, accuracy, and attention to detail in a fast-paced environment with numerous deadlines and pressures.
- Reliable personal transportation, valid driver's license, and state required automobile insurance minimums.
- Demonstrated ability to think strategically and work collaboratively to inspire, motivate, and focus internal and external team members to the agreed upon goals
- Detail- and results-oriented approaches to management and growth
- Writing, proof-reading and editing skills
- Public speaking, presentation and networking abilities
- Creativity
- Sense of humor

## **Physical Demands and Work Environment**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

- Minimal physical requirements to include walking, standing, sitting and/or standing at work station; normal busy office environment.
- Able to lift and carry up to 25 pounds
- Must be able to work proficiently with computers and other office equipment.
- Must be able to pass a background check consisting of National Sex Offender, Criminal History and driving record check.

## ***Equal Employment Opportunity***

BBBS provides equal employment opportunities to all qualified individuals without regard to race, creed, color, religion, national origin, age, sex, marital status, sexual orientation, gender identity or non-disqualifying physical or mental handicap or disability.

## ***Americans with Disabilities Act***

Applicants as well as employees who are or become disabled must be able to perform the essential duties & responsibilities either unaided or with reasonable accommodation. The organization shall determine reasonable accommodation on a case-by-case basis in accordance with applicable law.

## ***Hybrid Work Environment***

Employees are permitted to work from home (WFH) occasionally or regularly, depending on several factors and the arrangements they've made with their manager. Working from home is a



privilege that may be revoked at any time. BBBS SLO may request that an employee be present in the office at any time (regardless of scheduled WFH time) or deny a request to work from home based on business needs, employee performance, or viability of doing the work from home. To be eligible to WFH, an employee must have a track record of reliable work performance, access to reliable internet and a space that is free from excessive noise or distraction.

### **Note**

This job description in no way states or implies that these are the only duties to be performed by the employee(s) of this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the employee(s) will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an at will relationship.

### **How to Apply**

**Reviewed with employee by:**

**Signature:** \_\_\_\_\_

**Name and title:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Received and accepted by:**

**Signature:** \_\_\_\_\_  
**Date:** \_\_\_\_\_



The company is an equal opportunity employer, drug-free workplace, and complies with ADA regulations as applicable.