



Development & Marketing Coordinator Job Description

POSITION CONCEPT AND SUMMARY:

Develop, implement, and maintain all marketing, communications, and department support plans and activities to assist in accomplishing the goals of the Council's strategic plan. The primary goal is to ensure coordination, consistency, and integrity of the WLACC and Boy Scouts of America brand.

Responsible for developing and executing a positive internal and external public relations, volunteer and chartered partner, crisis communication strategies, data analysis projects, and brand management. Responsibilities also include brand management and provide communications to leadership team, executive board, and other key stakeholders.

Responsible for working with the Director of Development to create and participate in stewardship activities related to non-profit fundraising and relationship management, including creating and implementing the marketing, development, and communications strategy for events and campaigns.

The Development & Marketing Coordinator reports to the Senior Director of Development and works closely with the Scout Executive, Board of Directors, Marketing Committee, and various stakeholders.

Leadership responsibilities include recruitment and retention of youth and adults as interns for marketing and communications.

RESPONSIBILITIES:

1. Develop and manage the implementation of a council communications/marketing strategy and plan. Maintain and update public relations, communications, and marketing policies and procedures to maintain a standard of quality and consistency.
 - Responsible for distributing all Council content across owned, earned, and paid channels.
 - Oversee/work with Development on content creation for digital and print assets for Council events, fundraising, and news stories
2. Maintain, create content, monitor, and update Council and camps social media, newsletters, and websites.
 - Oversee website security and updates, specifically making sure all websites, including the Council Calendar, are up to date
 - Produce podcast with volunteers
 - Support and lead camping marketing goals
3. Develop and support volunteer committees to provide guidance and work in public relations, communication, and marketing. Annually increase the number and strength of volunteers





supporting the Council's public relations efforts, including annually adding to "resource" volunteers whose expertise or access to resources can assist in accomplishing our public relations goals. Specifically work with the Marketing Committee to further WLACC marketing initiatives.

4. Secure positive coverage of Scouting stories in the media. Prepare and distribute press releases for Council activities and to recognize volunteer achievements. Provide on-site assistance to reporters, other media representatives and Council staff.
5. Work with Development to create and participate in:
 - Lead for annual Eagle Scout recognition event
 - Assist or lead portions of special events in the council including direct support to fundraising events
 - Support Development on fundraising campaigns in creating content both print and digital
 - Assist with the Eagle Alumni and Associate boards
6. Develop, monitor, and maintain the council's marketing and public relations budget. Evaluate media costs for effectiveness while achieving goals within the marketing and public relations plan.
7. With the assistance of the Scout Executive and select volunteers, execute the Council's crisis communications plan. Provide on-going assistance with issues management.
8. Maintain and update style guide for Council communications to accomplish a single branded look which is aligned with national efforts to provide consistent image of Scouting.
9. Compile report showing results (ROI) of marketing efforts.
10. Other duties as assigned.

To Apply: Please e-mail resume to Shani Grafman at shani.grafman@scouting.org. Please use the subject line: Development & Marketing Coordinator.

Closing Date: Open until Filled

About the Western Los Angeles County Council of the Boys Scouts of America: The Western Los Angeles County Council's mission is to support individuals, families, and community organizations by providing values-based recreational and educational programs and activities that develop young people of character as defined by the Scout Oath and the Scout Law. The Council was formed in 1972 and encompasses 65% of Los Angeles County. Address: 16525 Sherman Way, C-8, Van Nuys, CA 91406 | Tel: (818) 933-0108 | Web: www.bsa-la.org
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