



BOYS & GIRLS CLUB
OF MANHATTAN

TITLE: VISTA Public Relations/ Social Media Coordinator
REPORTS TO: Development Coordinator

AmeriCorps VISTA members are passionate and committed to their mission to bring individuals and communities out of poverty. Members make a year-long, full-time commitment to serve on a specific project at a nonprofit organization or agency. They focus their efforts to build the organizational, administrative, and/or financial capacity of organizations that fight illiteracy, improve health services, foster economic development, and otherwise assist low-income communities. Members earn a modest living allowance of \$11,880, limited benefit options and after a year of service are eligible for an Education Award of \$5,775 or post-service stipend. More information is available at www.VISTAcampus.gov.

Location: Boys & Girls Club of Manhattan, 220 S. Fifth Street, Manhattan, KS
785-539-1947

PRIMARY FUNCTION: Adapt and create messages and vehicles for promoting upcoming events and programs to the public and Club members, including newsletters, public service announcements, flyers and social media platforms such as Facebook and Twitter. Develop and maintain the website to ensure that information is up to date and accurate. Evaluate success of strategy materials and media and modify as necessary.

KEY ROLES:

1. Writes and designs newsletter; conducts interviews for content and obtains photos by regularly visiting sites
2. Creates and develops a system for submittal from sites for all marketing materials.
3. Train staff on submittal procedures for content.
4. Manages all social media activity for the Club (e.g. Facebook, Twitter, YouTube etc.); regularly updates and posts to Club sites.
5. Attends any Club event where there will be media attendance to help facilitate the public message, when necessary.
6. Send press releases and photo opportunity alerts to local media, writes and submits stories and photographs to local newspapers and Chamber of Commerce; takes photography's as necessary.
7. Updates website with content and photos.
8. Maintain contact with community and business leaders, schools, parents and local residents to provide information regarding Club activities and needs.
9. Develop a video or additional marketing materials, such as a video, to use in development ask.
10. Work with community partnerships to aid in additional marketing avenues.
11. Responsible for all marketing that comes from external special events to benefit the Club.
12. Works directly with printing company to produce Annual Report and other collateral materials.
13. Work with committees, as necessary.

RELATIONSHIPS:

Internal: Maintains close, daily contact with Club staff (professional and volunteer), Club members, and supervisor to seek approval, receive/ provide information, discuss issues, explain guidelines/ instructions; and advise/counsel.

External: Maintains contact with members, families, alumni, community leaders, youth serving professionals, other Clubs, media contacts, vendors, consultants, organizations and others to achieve community collaboration, program goals and objectives, share information, and resolve problems.

SKILLS/KNOWLEDGE REQUIRED:

- Four year degree in related field from an accredited college or university, or equivalent experience.
- Relevant experience with designing (Adobe Photoshop or Indesign or Microsoft Publisher)
- Proficient in using various computer software programs, including by not limited to Microsoft Office and a wide variety of internet tools.
- Well-developed written and oral communication skills (including editing skills).
- Organizational, staff and project management abilities.
- Ability to handle the public and any arising issues.

Dates of service: 5/1/2017 to 5/1/2018 (approximately)

For more information about this position, please contact:

Trent Jones, Director of Program Outcomes, 785-539-1947, outcomes@bgclubmanhattan.com