

Job Title: Volunteer – Marketing Coordinator	Date: 2010/2011
Organization Name: Boys & Girls Club of Sparta	
Contact Information: Wendy Franke, Executive Director	
Major Objectives:	
<ul style="list-style-type: none"> Assist the Boys & Girls Club of Sparta with developing and managing marketing tools for programs and events. 	
Duties & Responsibilities:	
<p>The individual in this position will be responsible for performing various marketing coordinator duties including, but not limited to:</p> <ul style="list-style-type: none"> Identifying the Club's marketing needs to develop and implement an annual marketing plan. Creating and maintaining marketing tools such as brochures, posters, news letters, the annual report, websites, social networking sites etc. Creating, updating and maintaining program and event specific marketing plans. Assisting at special events. Attending development committee meetings. Maintaining an accurate media contact database. Writing and distributing media releases. Making follow up calls to the media and setting up interviews. 	
Qualifications & Requirements:	
<ul style="list-style-type: none"> Computer experience is essential. Volunteers must be comfortable dealing with our culturally diverse population. Volunteers must be comfortable taking instructions and following directions closely. Client dignity is very important. Clients are to be treated with respect at all times. Ability to maintain strict confidentiality. Good organization and attention to detail. Volunteers must fill out a volunteer application. Volunteers must fill out a background check form if 18 years of age or older. Volunteers must be a registered Boys & Girls Club member if 18 years old and younger. 	
Orientation & Training:	
<ul style="list-style-type: none"> Volunteers will receive on the job training for this position. Volunteers will be trained on the different databases. Volunteers may also be cross trained in other areas. 	
Times Needed & Places of Work:	
Times are negotiable and can be worked out between the Club's Program Director and the volunteer coordinator upon appointment to the position.	
Commitment Required:	
This is a volunteer position that is critical for day-to-day operations at the Boys & Girls Club of Sparta. We request that volunteers are available to work at least one 2 hour shift each week, but scheduling is flexible.	
Benefits:	
<ul style="list-style-type: none"> Great feeling of satisfaction and knowing you have helped others. Wonderful way to build a resume as well as gain references and network. Receive free training and work experience. Great opportunity to meet other volunteers and community members. Build social skills as well as learn to work in an office environment. 	