



Program Marketing Rep

Reports to: CEO

Classification: Exempt

Category: Part-time

Primary Work Location: Hybrid

OVERVIEW

BridgeWays is a nonprofit youth development organization. Its mission is to instill a genuine sense of hope, purpose, competence and self-worth in youth; and to assist educators and parents in their nurturing and supportive roles. BridgeWays delivers SEL programs, out-of-school-time programs, and outdoor education programs, as well as academic enrichment in multiple locations including school classrooms, at historic Camp Fletcher, at the east Alabama program center, and in community hubs across central Alabama. Programs are engaging, interactive, mission driven, and outcome specific.

BridgeWays employs a diverse staff tasked with the delivery of programs as well as others who work in support of administrative functions, ensuring operational integrity, stewardship, and accountability. Whether working in an administrative support role or a direct program delivery role, individuals employed by BridgeWays aren't merely working for a paycheck. They are working to improve the lives of youth, parents, educators, and others whom we serve.

POSITION PURPOSE

The primary purpose of this position is to advance the work of BridgeWays by generating earned income via program fees and facility rentals at Camp Fletcher; and by facilitating the generation of program fees across the organization.

RESPONSIBILITIES

The primary responsibilities of the position are listed below, numbered for reference only.

1. Book Groups for Camp Fletcher (CF):

- Maintain a comprehensive understanding of programs, activities, and rental options available at CF.
- Introduce educators to the variety of program offerings at CF and facilitate scheduling and booking of trips.
- Introduce businesses and corporations to the variety of facility experiences and rental opportunities at CF and facilitate scheduling and booking of rentals.

2. Monitoring and Reporting:

- Maintain comprehensive, accurate records of contacts made to book field trips and rental groups.
- Work closely with teachers, school staff, and business leaders to gain post-event feedback and customer satisfaction surveys.

3. Professional Development:

- Participate in regular BridgeWays team meetings to discuss progress, challenges, and best practices.
- As requested, participate in training sessions and workshops to enhance skills and knowledge related to youth development and education.

4. Outreach and Awareness:

- Maintain ongoing communication with educators and business contacts who come to camp to motivate their return and future bookings.
- Forward potential corporate or individual donor contacts to appropriate staff.
- Distribute communications to designated groups to provide program and organizational successes and updates.

NOTE: This is not intended to be a comprehensive list of performance expectations associated with this position. Additional related duties may be assigned and primary responsibilities may be changed by BridgeWays if deemed necessary by the CEO in the best interest of the organization and its programs.

QUALIFICATIONS AND SKILLS

- College degree in related field
- Proven success in the field
- Highly organized
- Strong verbal and written communication skills
- Excellent time management
- Ability to work independently **and** collaboratively in a team environment.
- Proficiency in Microsoft Office suite (Outlook, Word, Excel, PowerPoint)
- Valid Alabama driver's license and reliable transportation
- Physical stamina to conduct multiple door-to-door meetings in a day.
- Passion for youth development and education.

Remember, this is just a general job description, and specific requirements may vary from time to time depending on BridgeWays' needs.