



## **SPECIAL EVENTS AND MARKETING COORDINATOR**

### **Responsibilities and Duties**

#### Marketing

- Develop, implement, and manage marketing strategies to enhance brand awareness and drive engagement
- Create engaging social media content, actively seeking relevant content and information
- Continuously enhance, monitor and optimize website and digital channels
- Create graphic layouts for fliers, special event invitations email newsletters, social media accounts, etc
- Utilize data analytics to drive informed decisions across campaigns and digital accounts
- Grow special event attendance and engagement

#### Special Events

- Prepare and maintain event manual for all aspects of each event, including calendar listing all planning aspects and all post-event follow up
- Manage all event logistics and planning details
- Create and effectively manage event budget in partnership with Philanthropy Officer and CEO
- Create and update event websites
- Solicit sponsorships in partnership with Philanthropy Officers
- Create and execute comprehensive marketing plan to meet event attendance and fundraising goals, effectively promote event through various in person and electronic channels including but not limited to social media, website, e-news.
- Ensure accurate reporting of event progress and final results
- Engage volunteers, effectively communicating and facilitating meaningful opportunities; coordinate and lead individual volunteers and volunteer committees, including recruiting, training, and communicating regularly
- Ensure all event logistics are identified and executed timely
- Solicit auction items to meet revenue goals; set up and coordinate all auction activities and/or other event specific fundraising components
- Coordinate and conduct post-event evaluations
- Maintain accurate records of vendors, volunteers, supporters and attendees
- Manage email lists in Constant Contact and ensure they are updated

### **Qualifications and Skills**

- Bachelor's degree preferred
- 3 years' experience planning and managing all aspects of fundraising events
- Record of successfully developing and/or managing volunteers and digital marketing
- Proficient in MS Office, Constant Contact, donor management software
- Understanding of Miami Valley market demographics

To apply: email cover letter and resume to [apfeiffer@bbbsmiamivalley.org](mailto:apfeiffer@bbbsmiamivalley.org) with subject line "Special Events and Marketing Coordinator". No phone calls or walk ins. Position open until filled.