



GROWING HOME

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Events and Marketing Coordinator

Growing Home, a job training program for individuals with employment barriers, has been working in Englewood for the past decade. The Development department at Growing Home is looking for a dynamic Events and Marketing Coordinator to join our team. We are seeking candidates who are detailed oriented, have exceptional organizational and relationship building skills, and thrive working in a dynamic role.

Top candidates will be energetic, committed to individual and social change, and willing to assist in all aspects of our development work. The Events and Marketing Coordinator will take a lead role in defining Growing Home Inc.'s fundraising and friendraising events strategy and annual calendar and executing all aspects of event production including branding, event logistics, speaking opportunities, pre and post event promotion, and post event reporting. In addition, the Events and Marketing Coordinator will be responsible for identifying and executing marketing activities aimed at raising awareness of Growing Home, Inc. and generate funding and partnership opportunities.

The Events and Marketing Coordinator is supervised by the Chief Development Officer. Primary work hours will be between 8:00 am and 4:00 pm with flexible schedule and work from home opportunities. For special events or at particularly busy times per year, the Events and Marketing Coordinator will be required to work weekends or evening hours.

To apply, submit an application to jobs@growinghomeinc.org. Your application must consist of a cover letter, resume, and two professional references. The subject line of your application email should be "Events and Marketing Coordinator." Applications must be received as a single PDF document. Emails only - calls, in-person visits, and postal mail will not be accepted.

Incomplete applications or applications that do not comply with the outlined application procedure will not receive a response with submission.

Complete applications will be accepted through February 21, 2020. Anticipated start date for the position is on or around March 9, 2020.

RESPONSIBILITIES

General:

- Set strategy and budget for annual marketing and event calendar in partnership with Grants and Communications Coordinator and Chief Fund Development Officer.
- Create and manage project plans for various marketing and event activities.
- Set event goals and track to KPIs.

Special Events

- Coordinate and report on annual event budget.
- Plan and execute special events by:
 - Conceiving and executing income-generating strategies for fundraising events, including sponsorship and underwriting solicitation, peer-to-peer solicitations, ticket sales strategies, and ancillary fundraising activities such as gift bag, raffle/auction, and other event-related in-kind donations. Oversee online auction etc.
 - Identifying, assembling, and organizing requirements; including establishing contacts, developing schedules and assignments, creative production and managing mailing lists to ensure event success.
 - Outlining roles and responsibilities required for event execution, identify Growing Home staff to fill and train as needed in order to maximize our event presence and lead the team on the ground.
 - Leading internal communications related to events including communication of sponsorship opportunities.
 - Managing and executing event related marketing promotion and post event lead follow-up.
 - Coordinate with Growing Home, Inc. Executive Leadership team to host donors and prospects at event.

Marketing

- Lead marketing activities related to sponsor/donor benefits and recognition including social media posts, thanking donors for their support through personalized acknowledgement letters, scheduling meetings and conversations with current and prospective donors, and entering meeting notes, deadlines and other information into Salesforce.

- In partnership with Grants & Communications Coordinator, develop, manage, and oversee organizational and departmental printed and electronic marketing materials, including but not limited to: E-newsletter, Media inquiries, press releases, website updates, Annual Reports, social media, etc.

Other Duties

- All Development and Engagement staff are required to attend all events hosted by Growing Home, Inc.'s Development Department and or Engagement Department.
- All Development and Engagement Staff must be available to lead and assist with weekend engagement activities, tours, pop-ups, volunteer days, etc.
- Duties as assigned

Requirements:

- Travel required to events.

Required Experience/Skills

- Bachelor's degree in Marketing or equivalent experience.
- 2+ years experience planning and executing galas/benefits for 400+ guests.
- 2+ years in a professional marketing related role, with experience in event strategy/planning/coordination.
- Experience with social media channels such as Twitter, Facebook, LinkedIn, Instagram, etc.
- Experience writing and sending email communications for various events.
- Creative and innovative thinker.
- Outstanding communication skills, both written and verbal.
- Professional business presence and acumen.
- Self-starter, high level of initiative, proven proactive thinker.
- Commitment to customer service (internal and external).
- Highly detail oriented with superb organizational skills.
- Strong ability to multi-task with results-oriented mindset.
- Calm individual who can operate under pressure, deadlines, and the demands of a busy office environment.
- High level of proficiency in Microsoft Office Suite applications including Word, Excel, Outlook. • Photoshop, Dreamweaver, InDesign, Canva experience is a plus.

Nice to Have

Experience using Salesforce CRM is a plus. • Basic HTML WordPress experience is a plus.