

JOB DESCRIPTION

Job Title: Marketing & Special Events Coordinator

Job Summary: Vera Lloyd Presbyterian Family Services, a leader in providing therapeutic care services to children and families in need seeks a Marketing & Special Events Coordinator. The position is based in Little Rock and is part of the Development staff. The Marketing & Special Events Coordinator is responsible for communications, marketing and special events. Salary range is \$35,600 to \$40,000, depending on experience.

Duties and Responsibilities:

1. Plan and communicate effectively with audiences and stakeholders using written and verbal communication that includes news releases, proposals, social media and online platforms. (Training on web platform provided.)
2. Write, design and manage direct mail marketing, including: newsletters, annual report, appeals and other mailings.
3. Design invitations, programs, signage and other materials for special events, including annual major, regional and organization events.
4. Coordinate and implement marketing plan for Monticello campus programs, including Laurence E. Schmidt Family Resource Center, Supervised Independent Living, Transition Services and other programs.
5. Lead and support coordination of special events, including donor cultivation, fundraisers, and organization events.
6. Plan and implement media outreach strategies.
7. Manage and produce graphics, images and videos for organization.
8. Maintain and update website, function as website administrator.
9. Collaborate and manage advertising/communications agency partners.
10. Participate in Continuous Quality Improvement related activities and initiatives.
11. Assist with speaking engagements around the state.
12. Assist with Raiser's Edge database management and entry, as needed.
13. Other duties as assigned.

Essential job functions: *Duties 1-12 are designated as ADA essential functions and must be performed in this job. All other job duties are secondary functions.*

Minimum Qualifications:

1. Bachelor's degree and two years of experience in communications, marketing, fundraising, nonprofit or related fields.
2. Experience coordinating special events.

Vera Lloyd Presbyterian Family Services, Inc.

3. Highly proficient in use of Microsoft Office, Adobe Photoshop and Adobe InDesign.
4. Confident in use of social media platforms, including Facebook and Instagram, non-profit experience preferred.

Professional Skills and Personal Characteristics:

1. Dedication to confidentiality in all areas.
2. Be a person of high morals and integrity, both personally and professionally
3. Have a willingness and desire to work as a team.
4. Be a positive advocate for the Agency and honor its mission.
5. Possess and demonstrate sensitivity to cultural differences/diversity in all interactions.
6. Be professional and enthusiastic at all times; have a professional appearance.
7. Highly organized with an attention to detail.
8. Exhibit responsibility and adaptability through good attendance, effective time management, dependability, self-discipline, flexibility, and working independently.
9. Communicate effectively verbally and in writing.

Other:

1. Adheres to all Agency policies and procedures.
2. Successfully passes random drug screenings and DHS background checks.
3. Ability to travel and work a limited number of nights and weekends.
4. Possess a valid driver's license.
5. This position will have a ninety-day probation period.
6. This position description will be reviewed annually as part of an annual performance evaluation.
7. Regular and consistent attendance is a condition of continuing employment.

This job description is subject to change at any time.

*Vera Lloyd Presbyterian Family Services, Inc.
is an equal opportunity employer and provider.*