Rural Community Assistance Corporation

**Job Description**

***Events Marketing Coordinator***

**Classification:***Grade 8***Department*:*** *Operations*

**Status:** *Non-Exempt* **Supervisor*:*** *Assistant Director, Events*

**Organization**

Founded in 1978, RCAC seeks to collaboratively build the capacity of organizations that serve low-income people living in the rural West (13 states including Alaska and Hawaii). RCAC works in partnership with small rural and Indigenous communities and other local agencies to provide tools and resources necessary to improve their quality of life. RCAC offers a wide range of services to communities with fewer than 50,000 people including technical assistance and training for environmental infrastructure; affordable housing development; economic and leadership development; and financing to support community development. Since its inception, RCAC’s dedicated staff and active board have helped affect positive change in rural and Indigenous communities across the West.

**Events Department**

The Events unit coordinates more than 700 trainings, workshops, conferences, and other events, both internal and external for all departments at RCAC.

**Position Description**

The Events Marketing Coordinator will lead RCAC’s event marketing strategy. This will include developing plans to increase attendance for all RCAC events: identifying objectives and analyzing marketing options to meet the needs of our communities and contracts RCAC serves.

The Event Marketing Coordinator will collaborate with internal staff (trainers) to develop content and collaborate with graphic designers for branding and funder acknowledgement.

The position will be responsible for collaborating on social media campaigns, flyers, eblasts, event brochures, creation of certificates and other printed materials as needed.

Major responsibilities include event marketing, event coordination, graphic design and proofing and editing marketing materials.

**Specific job goals, objectives and tasks are established for each employee as part of the annual evaluation and work plan process.** **Duties and responsibilities include but are not limited to:**

* Serve as marketing lead by identifying and creating marketing strategies to increase event attendance
* Review registration numbers and analyze event marketing needs
* Utilize RCAC’s Event Tracker system to access and enter? training information
* Review all printed material in the Events unit including, registration, brochures, flyers reports and Requests for Proposals (RFP’s)
* Liaison with staff from all departments to develop content for marketing purposes
* Collaborate with Communications team for branding standards, social media and design guidelines
* Manage state/program workshop mailing lists
* Assist in coordination with third party vendors including print houses, signage companies
* Assist in daily administrative responsibilities for the Events team
* Attend events as required
* Graphic design skill preferred
* Strong project management Skills

**Skills and Qualifications**

* Strong project management skills
* Provide a high level of customer service to internal and external partners
* Ability to trouble shoot and problem solve
* Organize and prioritize work to meet established timelines
* Work independently and within a team environment
* Effectively listen and communicate verbally and in writing
* Facilitate meetings
* Coordinate, edit and deliver training materials
* Proficiency with computer software including Microsoft Office Suite

**Preferred Education and Experience**

A combination of experience and education is necessary to qualify for the position. A typical qualifying combination may include:

Experience

Five years of applicable experience in administrative support (education may be substituted for part of the experience).

Preferred Education

Associate’s degree (additional qualifying experience may be substituted)

**Physical Job Requirements**

The physical demands described here are representative of those that an employee must meet to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work performed in an office requires ability to operate computers and various pieces of office equipment, including telephone. Use may be moderate (average two hours per day) to heavy (four or more hours per day).

While performing the duties of this position, the employee is frequently required to stand and/or sit for prolonged periods of time; walk; talk; hear; use hand to finger; handle; feel or operate objects, tools or controls; and reach with hands and arms. The employee is occasionally required to climb or balance; stoop, kneel, crouch or crawl.

The employee may occasionally lift and or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

**Special Requirements:**

Possession of a valid driver's license and proof of insurance that meets the minimum requirements ($100,000/$300,000) of RCAC corporate liability policy will be required when traveling for business purposes.

*RCAC is an equal opportunity employer and considers all employees and job applicants without regard to race, religion, color, gender, sex, age, national origin, disability, veteran status, sexual orientation, gender identity or marital status, or any other status protected by law. RCAC strives to reflect the diverse constituencies that the organization serves.*