

Marketing and Events Coordinator

[Greater Washington Community Foundation](#)

Washington - DC (United States)

OVERVIEW

Since 1973, the Greater Washington Community Foundation has been a champion of thriving communities and a catalyst for change through local philanthropic engagement, effective community investment, and civic leadership. We work with donors and partners to enhance the quality of life in the District of Columbia, Montgomery County, Northern Virginia, and Prince George's County. Through our grantmaking and community impact initiatives, The Community Foundation works to Build Thriving Communities by accelerating effective solutions to Address Poverty, Deepen Culture and Human Connection, and Prepare for the Future of Work. As the region's largest local funder, The Community Foundation has invested \$1.3 billion to build more equitable, just, and enriching communities where all residents can live, work, and thrive.

POSITION SUMMARY Reporting to the Digital Marketing Manager, the Marketing and Events Coordinator (the Coordinator) is responsible for planning, marketing, and coordinating a calendar of educational, fundraising, professional advisor, and other virtual events for our community. The Coordinator works closely with colleagues from the Marketing and Communications, Development and Philanthropic Engagement, and Community Investment teams to enhance the event experience and promote opportunities for community engagement. The Coordinator manages events from start to finish, ensuring a seamless, consistent, and quality participant experience. This position is a hybrid of a (digital) events coordinator (70%) and a marketing content specialist (30%) role.

ESSENTIAL FUNCTIONS & RESPONSIBILITIES

- Plan and execute virtual events using Zoom webinars or other online/software platforms – own the setup process, conduct rehearsals, provide technical assistance to troubleshoot any issues, and conduct any post-event follow up.
- In partnership with event programmatic leads, the Coordinator will develop the event run of show and write marketing copy for the website, invitations (print and/or email), presentations, thank-you messages, follow-up surveys, and other event-related needs.
- Ensure appropriate event promotion and coverage across The Community Foundation's communications channels – create content for social media channels and write summaries of key event takeaways for the blog.
- Help project manage and provide coordination support for the team producing The Community Foundation's annual spring fundraising gala – prepare event timeline, host internal planning meetings, and keep team members on task.
- Act as an internal, cross-departmental client services coordinator to help maintain and update marketing calendar and proactively communicate internal clients' communications needs with Manager and Senior Director.
- When it is safe for The Community Foundation to host in-person events, the Coordinator may help plan, execute, and provide on-site management of logistics.
- Provide strategic and creative support to help Manager execute digital marketing campaigns – research best practices and new approaches, develop copy and graphics, select photos or videos, and post content across platforms.
- Assist with administrative duties, such as updating the website, posting blog articles, and responding to internal or external requests.

- Other duties as assigned.

DESIRED SKILLS AND EXPERIENCE

- Bachelor's degree in communications, PR, marketing, business, or other relevant discipline preferred.
- One to three years of marketing and event management experience. Experience with hosting digital events preferred.
- Strong knowledge of digital events platforms/software, social media, and other related technology tools.
- Excellent verbal and written communications skills. Active listener comfortable with sometimes difficult conversations.
- Exceptional project management skills.
- Strong attention to detail and ability to manage multiple projects simultaneously.
- Exemplary ability to work collaboratively and to build and maintain interdepartmental relationships.
- Knowledge of mass email tools and registration software.
- Fundraising and/or sponsorship experience a plus.
- Available to work nights or weekends, as needed.

COMPENSATION

The Coordinator will work 30-40 hours per week at \$25 per hour from September 2020 – March 2021, with option for extension through June 2021. This is a temporary position that does not include benefits.

HOW TO APPLY

Please submit your resume, cover letter, and a writing sample to HR@thecommunityfoundation.org. The Greater Washington Community Foundation is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender identity, sex, national origin, disability, or protected veteran status.