

**The Summit Foundation  
Events and Marketing Coordinator  
Job Description**

**General Description of Duties**

The Events and Marketing Coordinator is responsible for the management and coordination of all events of The Foundation and will be supervised by the Director of Development. Additionally, this position is responsible for the development and implementation of the marketing and public relations plans and the maintenance of the website for The Foundation. This position develops sponsorship/trade/business arrangements and relationships with businesses, individuals and organizations interested in supporting The Summit Foundation's events and activities. This position will work in coordination on other projects as assigned with the Director of Development, other office staff and volunteers in attracting funding for The Foundation.

**Reporting Relationship**

This position reports to the Director of Development.

**Qualifications**

Prefer 2 to 4 years experience in a paid special events, marketing and website management position. Evidence of successful event, sponsorship, marketing, public relations, website and business development/relationship programs required.

**Education**

Graduation from a 4-year college or university required. A 2-year degree with a minimum 5 years related work experience, preferably with a nonprofit organization, may substitute. Communication, marketing and/or public relations experience desirable.

**Job Duties & Responsibilities**

- Planning, implementation and follow-up for all special events and annual receptions.
- Develop and maintain event and volunteer databases.
- Manage all aspects of volunteer committees and volunteer coordination, including but not limited to, staffing, recruitment, supervision, training and acknowledgement.
- Coordinate event logistics, publicity, including public relations, advertising and collateral material design, production and distribution.
- Responsible for the development and fulfillment of the events and marketing budgets.
- Responsible for silent auction, prize and in-kind donation solicitations for each event.
- Cultivate and expand sponsorship development and fulfillment.
- Cultivate and implement with the Director of Development a business-based donor development program.
- Coordinate logistics of event ticket sales.
- Supervise and coordinate with event contractors.
- Annually develop and implement marketing plans and materials.
- Write, submit and follow-up to ensure placement on press releases and stories to established contacts with local and regional media.
- Maintenance of website.
- Broaden social networking to benefit the organization.
- Establish and expand merchandise opportunities.
- Actively participate and staff committees as necessary and appropriate.

- Assist the Executive Director and Director of Development in other fundraising programs as necessary.
- Other duties as directed and required.

### **Requirements**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed with this job description are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Language Skills**

Ability to read, analyze and interpret the most complex documents. Ability to respond effectively to the most sensitive inquiries or complaints. Ability to write a business letter, an article, and a press release. Comfortable and competent in making presentations to groups.

### **Reasoning Ability**

Ability to define problems, collect data, establish facts and draw valid conclusions.

### **Other Skills and Abilities**

Position requires demonstrated applied skills in word processing, website maintenance and other computer software, including but not limited to, Microsoft Office (Word, Excel and Power Point) and the ability to learn fund raising and web design and management computer software programs. Ability to work without direct supervision in a small office environment is required. Ability to hold a valid Colorado Driver's License and possess a car that can be used for work purposes.

### **Physical Demands**

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

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle or feel objects, tools or controls, reach with hands and arms. The employee frequently is required to talk or hear.

The employee must occasionally lift and/or move up to 30 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

### **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually low to moderate. This is a non-smoking work environment. The work environment is located on the street level.

### **Compensation**

Based on experience and qualifications.

3/4/2011