



MARKETING AND OUTREACH COORDINATOR

We are looking for an energetic dynamo that loves helping with the coordination of promotion and outreach of events and thinks organization and people-facing are a ton of fun. Collaborations, content, and sponsorships are essential, so this candidate must know how to create connectivity with the community, sponsors, and partners to create the best experience for the consumer and the client.

Essential Functions:

- Coordinate event planning efforts for agency and client campaigns to include pre-event, onsite/virtual and post-event activities
- Coordinate community outreach campaigns and events to include engaging in community outreach at client tabling, special events, and focus groups utilizing the creative marketing content created for the client to educate attendees about the client's unique products, services, and promotions.
 - Train ambassadors to support outreach efforts
 - Schedule ambassadors to support outreach efforts
 - Attend/supervise on-site and virtually when needed
- Coordinate communications efforts to include content collection, copywriting, editing and working with the agency/client communications manager and designers to create marketing collateral
- Coordinate public relations and social media efforts with agency/client PR/Social/Comms team for event-related campaigns
- Coordinate sponsorship and collaborations for agency and client campaigns
- Coordinate meetings, agendas, minutes and campaign reporting
- Assist Marketing and Events Specialist as needed
- Must be available to work weekends based on event schedules
- Candidates need their own transportation to and from on-site event/outreach activities and office for work/virtual events
- Proficient working knowledge of all Microsoft Office Suite applications and web-based video platforms such as Zoom, and Go-to-Webinar required
- Bilingual English/Spanish speaker preferred

Skills:

- Excellent communication and interpersonal skills, organized, deadline-oriented, creative, the ability to work as a team, be flexible and have a positive outlook.
- Strong desire to learn processes and technologies.

Required Experience:

- Proficient in Microsoft Word, Excel, and PowerPoint software.
- Experience utilizing any project management software.
- Familiarity with social media platforms such as Facebook, Twitter, Pinterest, LinkedIn, TikTok, and any new social media platforms.

Educational Requirements:

- A 4-year College Degree in marketing, communications, journalism, or another related field strongly preferred. A minimum of 2 years' experience in marketing and/or events, social media, web content and email marketing.

This position reports to the Marketing and Events Specialist and will need to collaborate across the Marketing, Media, Digital, Public Relations, Social Media, and Events departments.