



JOB ANNOUNCEMENT

Position: Event and Marketing Coordinator
Employee Type: Part Time 20 hours a week, Non-Exempt
Salary: Salary \$20-24 an hour

Organizational Mission

The mission of CASA of Fresno and Madera Counties seeks to recruit, train and support volunteers to Advocates to be the voice for children in the foster care system.

Position Goal

To plan, develop and execute detailed event and marketing events to benefit the Resource Development Department by increasing awareness of CASA in the community and planning several events on an annual basis.

Key Responsibilities

1. Planning, implementation and follow-up for all special events.
 - 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 in organizing the committee for silent auction, sponsorships, in-kind donation solicitations for each event.
 - Cultivate and implement with the Resource Development Coordinators 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.
- Provide analytics of each event in its performance.

2. Other Duties

- Other duties as directed and required.
- Actively participate and staff committees as necessary and appropriate.
- Assist the Executive Director, Fund Development and Outreach Coordinators as necessary.

3. Requirements

- Ability to read, analyze and interpret complex documents.
- Ability to respond effectively to sensitive inquiries or complaints.
- Ability to write a business letter, an article, and a press release.
- Comfortable and competent in making presentations to small groups.
- 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), BlackBaud and Constant Contact.
- Ability to learn fund raising, web design and management computer software programs.
- Ability to work without direct supervision in a small office environment.
- Ability to define problems, collect data, establish facts and draw valid conclusions.

4. 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 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.

5. 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.

6. Desired Minimum Qualifications

Qualifications

Prefer 2 to 4 years of experience in a paid special events, marketing and website management position. Evidence of successful event with more than 500 guests; working with vendors, marketing, public relations, and website. Applicant should also have experience in coordinating events that require the collection and distribution of large quantity of items.

Education

To successfully perform the essential functions of this position, the incumbent must have the following:

- Bachelor's degree in Communication, Marketing or Public Relations preferred, or equivalent combination of education, training, and experience.
- Two to Four years (Previous non-profit experience is preferred.)
- Communication, marketing and/or public relations experience desirable.
- Strong observation, analytical and listening skills.
- Ability to supervise and train others such as volunteer groups.
- Ability to organize, set priorities, take initiative and exercise sound, independent judgment within areas of responsibility.
- Good knowledge of personal computer operations and software including Microsoft Office
- Ability to carry out assigned duties and responsibilities in an ethical manner and follow the organization's policies.
- Possess a valid California Driver License and successfully pass a formal background check prior to beginning employment.

Supervision

Not applicable at this time.

7. Working Conditions

The duties of this position regularly require travel in Fresno and Madera Counties in your own personal vehicle. This position rarely requires strenuous activity. Occasional weekend and/or evening hours may be assigned as needed.

While performing the duties of this job, employees may regularly be required to: walk; climb stairs; talk or hear, both in person and by telephone; use hands to operate standard office equipment; reach with hands and arms; carry multiple items at one time; and, lift up to 20 pounds. There may be prolonged periods of sitting and computer work. The duties of this position also require on-the-job driving.

8. Equipment

This position functions in an office environment. It requires the use of general office equipment such as a personal computer, printer, fax machine, copy machine and telephone.

Duties described on the previous pages document the general nature and level of work but are not intended to be a comprehensive list of all activities, duties and responsibilities required of the employee in this position. Consequently, the employee in this position may be asked to perform other duties as required.

I understand my continued employment will depend upon successful completion of the duties assigned to me by my supervisor. I understand that my employment with CASA is "at-will" meaning that CASA, or I, can terminate the employment relationship at any time.

Applicants, please send a cover letter and resume to:
Megan Araki, Operations Coordinator: MeganAraki@casafresno.org

CASA of Fresno and Madera Counties is an equal opportunity employer.

We are looking forward to hearing from you!