

The Seaside Institute is seeking an ambitious, energetic, and collaborative individual to serve as the organization's Events and Marketing Coordinator. The Events & Marketing Coordinator will report directly to the Executive Director and is responsible for providing support to the Institute for all events and marketing related efforts, working effectively to achieve all organizational goals. The Events & Marketing Coordinator is a full-time position and will help with the planning and execution of marketing, programming, communications, special events, fundraising, and other organizational development needs.

We are seeking someone who is creative and can generate innovative ideas that will enable us to expand the visibility of the Institute using social media. Our stakeholders, members and sponsors are professionals in their fields and expect and demand strong communication skills.

The Institute is a small office and requires someone who is a self-starter with tremendous accuracy, excellent attention to detail, solid follow-up and follow through skills; the ability to effectively prioritize and manage multiple projects simultaneously to meet the required deadlines is essential. But even more importantly, we are seeking someone who is creative

Office hours are 8:30 to 4:30 Monday through Friday, however, some evenings and weekend hours may be required as related to program and event schedules. This is a role that requires attention to detail, a high level of organization, effective time management, follow through and an ability to meet or exceed established deadlines to achieve success in the required events and program execution activities. This is an entry level opportunity to be involved in and grow in all aspects of a nonprofit.

### **DUTIES AND RESPONSIBILITIES:**

#### **Administrative**

- Serve as point of contact for organization related to events, and marketing
- Maintain event and program details, confidential records and files, schedules, materials and supplies
- Perform other related duties as required

#### **Events & Programs**

- Assist with the Membership program development, maintenance, member recruitment and communications
- Assist with other publication content and distribution
- Assist with research, analyze data and compile reports on prospective donors and sponsors
- Work collaboratively with the Executive Director in all aspects of the planning, organizing, and execution of events and marketing programs
- Implement special events and program planning including
  - Social Media
  - Website
  - Materials
  - Recruit and Manage Volunteers
  - Event Logistics
  - Member Communications-including bi-monthly Newsletter
- Assist with requests (via phone and in writing) for sponsorships and other gifts
- Assist with establishing Marketing plan and timeline
- Assist with Volunteer recruitment, management, scheduling and communications

## EVENTS & MARKETING COORDINATOR



### Marketing

- Assist in the creation of active marketing programs and developing ways to improve those campaigns
- Submit ideas for improving and growing marketing programs designed to enhance and grow the company's brand and programs
- Work closely with the Executive Director to create and distribute marketing materials and content including print, electronic, website, newsletters and social media streams
- Maintain branding standards

### Other Duties as Assigned

### Qualifications

- Willingness and ability to work in an ambitious office with multiple priorities
- Significant attention to detail, and high level of accuracy
- Superior planning, organizational and writing skills, and the ability to work quickly, efficiently, and thoroughly
- Excellent follow up and follow through skills
- Excellent interpersonal and public relations skills
- Professional phone manner and excellent written and verbal communication skills
- Computer literacy; Proficiency in Microsoft Word, Excel, Outlook, data entry
- Knowledge of Adobe Creative Suite a plus – Photoshop, InDesign, Premiere Elements
- A general knowledge of Website and Social Media channels
- Knowledge of Squarespace a plus
- Working knowledge of mail processes such as postage machine, FedEx, UPS
- Ability to enter data efficiently, timely and correctly in order to meet deadlines
- Ability to work independently or as a team player
- High level of confidentiality
- Ability to maintain a professional appearance and manner
- Ability to interact with a wide variety of people on various issues
- Knowledge of general bookkeeping, accounting and/or Human Resources skills may be required
- Willingness to learn and grow with the organization

Given the complex subject matter of our work, a college degree is required.

Due to the occasional need to drive for the organization to attend events and for other development needs, you must be at least 21 years old, hold a valid driver's license and have reliable transportation.

The Seaside Institute is an equal employment opportunity (EEO) employer. All applicants are considered for employment without regard to race, gender, disability, protected veteran status, or any other. All candidates are subject to all required background checks and drug testing procedures in accordance with the Drug Free Workplace Act.

Tom Cordi

Executive Director, Seaside Institute

[t.cordi@seasideinstitute.org](mailto:t.cordi@seasideinstitute.org)