

Job Title: ESSA Events Coordinator

Position Summary

The Events Coordinator reports directly to the Executive Director and coordinates all aspects of events, outreach and public relation activities including planning, execution, volunteer coordination, event budgeting, sponsor relations, event contractor oversight and development of new events. The Events Coordinator is responsible for delivery of online programming related to events and online fundraising activities and assists with delivery of online workshops.

Events:

- Establish planning and execution timelines for all ESSA special events and ensure that all deadlines are met.
- Develop invitee lists and coordinate event registration and attendee tracking.
- Secure sponsors and donors for special events and oversee sponsor and donor recognition related to events.
- Serve as liaison with Events Committee, schedule committee meetings, and distribute meeting minutes.
- Coordinate with Marketing Coordinator, Development Coordinator and other ESSA staff to create promotional materials and advertise events.
- Recruit, oversee and coordinate event contractors and volunteers.
- Work with Marketing Coordinator to build and populate event web pages or web sites for online fundraising activities related to events.
- Handle all administrative details associated with event delivery, including identifying venues, arranging entertainment, coordinating staff and volunteers, communicating with attendees/ticket holders and otherwise ensuring that events run smoothly.
- Monitor and adhere to event budgets and fundraising goals and provide reports to ED as needed.
- Administer health screening program for students, event attendees and instructors based upon established policies and procedures.
- Maintain data from health screening program for students, event attendees and instructors.
- Assess and evaluate events and adjust accordingly.
- Coordinate with ED and other ESSA staff to develop new special events.
- During assigned office hours, assist in fielding phone calls and assisting guests as needed.

Outreach:

- Identify and foster relationships with potential partner organizations and target audiences.
- Represent ESSA at outside events as appropriate to promote the advancement of ESSAs mission and goals.
- Coordinate ESSA Volunteer Program and collaborate with Development Assistant to provide tracking of volunteer hours on a monthly basis for ED reporting.
- Coordinate with Marketing Coordinator and Executive Director to develop content for outreach materials.

Online Workshops:

- Assist Program Coordinator, as needed, with monitoring of online workshops including student and instructor invitations and evaluation process.

Communications/PR:

- Oversee preparation and production of all promotional mailings, printed material, and web communications, as related to events and outreach (work closely with ED, Marketing Coordinator and Development Coordinator).
- Proof all promotional materials for consistent messaging across both program and event marketing (work closely with Program Coordinator, Marketing Coordinator and Development Coordinator).
- Develop outreach materials (work closely with ED, Marketing Coordinator and Development Coordinator)
- Other duties as assigned by the Executive Director.

Qualifications/Requirements:

Proficiency in Microsoft Word, Excel and PowerPoint, and online collaboration platforms (e.g. Zoom)

Excellent verbal and written communications skills

Ability to work with CRM (e.g. ConstantContact, DonorPerfect)

Ability to present information concisely and effectively, both verbally and in writing

Ability to organize and prioritize work

Ability to work independently with little supervision

Flexibility and positive attitude, and an ability to work well as part of a team

Excellent interpersonal skills

Experience with Wordpress or other web site platform is preferred