Marketing & Events Coordinator

YWCA IS ON A MISSION

Job Description:

The Marketing & Events Coordinator is an integral position within our company and will work closely with the Director of Development. This position is responsible for assisting with all special fundraiser events and other event programming as well as helping with all aspects of marketing and communications. Must be able to work unsupervised and able to make independent decisions within YWCA guidelines.

Responsibilities

- Will provide administrative support for special organizational events to include attendance of planning committee meetings, note taking and reporting, meeting coordination, and logistical planning to ensure a successful event
- Oversee all efforts and logistics to ensure smooth day-of-event production
- Cultivate community sponsorships and individual donor support to meet event fundraising goals
- Enlist, oversee, and engage volunteers for special event functions
- Help with the production of all event marketing materials
- Manage online presence of the YWCA through its social media platforms and website.
- Manage internal building marketing assets to promote a cohesive and professional display of communications materials
- Work with program directors to publicize classes, programs, and other program-specific offerings
- Help design and implement an agency wide communication plan
- Attend functions and luncheons to help promote YWCA Programs

Skills

- Proficiency in Windows & Microsoft Office applications
- Excellent written, interpersonal, and verbal communication skills
- Professional attitude
- Online marketing knowledge and graphic design basics
- Demonstrated ability to work within brand guidelines and messaging standards
- Excellent organizational skills
- Multitasking and time-management skills, with the ability to prioritize tasks
- Strong collaboration, organizational and prioritization skills
- Excellent work ethic and respect for others
- Able to adapt to changing priorities and expectations

Child Care Benefit:

The YWCA subsidizes **25%** of child care costs for children enrolled in YWCA child care programs.
Infant care @$245 per week is a $61.25 benefit per week and $3,185 benefit per year
School Age care @ $185 per week is a $46.25 benefit per week and a $2,405 benefit per year

Health and Wellness Benefit:

Employees can attend one class per day or work out in the weight room.
$60 per month benefit
$720 benefit per year

Paid Time:

32 hours of personal time
Accrue 3.69 hours per paycheck for sick leave and vacation

Paid holidays

Health Insurance:

The YWCA contributes $3,600 per year to each employees plan.

Retirement:

Available to employees working two years with the agency. YWCA Cortland along with YWCA Retirement Fund contributes an average of 3-5% annually regardless of employee contributions. Contribution elections are reviewed on an annual basis

The YWCA embraces a family friendly and flexible work environment. Benefits are for fulltime positions and prorated for part-time.

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ywca

- Ability to establish and sustain effective relationships with staff, Committee and Board members, and community leaders
- Attention to detail and high-level organizational skills
- Able to work quickly and effectively under pressure
- Ability to work with very tight deadlines
- Demonstrated ability to manage successful fundraising events
- Work independently and be self-directed. Exercise sound and ethical judgment when acting on behalf of the agency.

Qualifications:
Associates degree required; additional degrees or certifications are a plus. 2+ years of event planning in a not-for-profit setting preferred. 2+ years of marketing and/or communications experience preferred.

Working Conditions:
Work is performed in an office setting.

Status:
Part time @ 20 hours/week.

Reports to:
Director of Development

To apply, please email your cover letter, resume, and three professional references to Robyn Hayes at robyn@cortlandywca.org.

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