



Job Description Communication & Events Specialist

Last Updated: 04/22/2022

Department: Administration
Supervisor: Executive Director
Classification: Full Time/Hourly/Non-Exempt
Hours: 40 hours per week

DESCRIPTION:

The Communication & Events Specialist is responsible for the development of all marketing and fundraising strategies to grow the base of support and increase public awareness of LoveWay, Inc. Candidate will build and manage brand identity and all aspects of marketing communication to raise awareness of the organization and its financial, fundraising, programs, volunteer, staffing, and equine needs throughout Elkhart County, IN and Cass County, MI regions. Creation and implementation of a comprehensive fundraising plan for the year is critical to the success of this role. Focus is in the areas of event planning, fundraising strategy and roll out development, design and print marketing, website, social media, PR, community relations, photography, videography, networking, booth exhibits, and community activities. This position will also work with staff to oversee and execute all fundraising, client, and staff events. Works closely with the Executive Director.

REQUIREMENTS:

1. Strong organizational, listening, interpersonal, communication, and writing skills.
2. Embrace the mission of LoveWay as one of its strongest advocates.
3. Possess knowledge and experience in marketing.
4. Ability to manage multiple projects simultaneously.
5. Be well organized and exhibit follow-through on tasks and goals.
6. Be a self-starter and goal driven.
7. Display a positive, caring attitude for people and community.
8. Demonstrate presence, self-confidence, and common sense.
9. Possess professional computer skills, especially Microsoft Office and design programs.
10. College degree preferred.

RESPONSIBILITIES:

Fundraising:

1. Assist with creation, coordination and marketing for all fundraising events, including but not limited to: Derby Day, Gallop for the Green, Ride-A-Thon and Annual Giving.
2. Assist with management of all auctions completed by the organization including recruitment of auction items, entering into auction software and marketing of auction.
3. Assist the rest of the development team in achieving budgeted goals in all fundraising efforts to include outreach to past and potential sponsors or donors in person or by phone.

Design / Communication:

1. Assist with the creation, rendering, writing and branding for all marketing needs.
2. Acquires testimonials from parents, teachers and students
3. Quarterly newsletter creation.
4. Create and maintain all social media communications as well as LinkedIn.
5. Handle all aspects of website including design updates, changes, uploading of materials, and events.
6. Set up and management of platforms for fundraisers.
7. Perform other duties as requested.
8. Develop marketing plan for LoveWay.
9. Grow base of financial/ physical / emotional support and increase public awareness.
10. Create and provide print ready files.
11. Create Constant Contact - Mass Emails (1-2 per month)
12. Creates brand awareness as well as consistency within marketing and communication pieces.
Ensuring all materials use proper fonts, colors logos & language.
13. Update website weekly, ensuring all content is relevant and current.

Social Media:

1. Creates a fresh, on-message posting schedule on all social media sites.
2. Creates Social Media events for all upcoming events.
3. Monitors and answers all messages that come through social media in a timely manner.
4. Monitor social media mentions and followers.
5. Create and maintain a social media calendar.

Requirements:

1. Comfortable with management of all social media platforms.
2. Skilled written and verbal communication.
3. Ability to work within a team as well as take a leadership role if needed.
4. Excellent customer relationship skills.
5. Excellent IT skills and computer literacy.
6. Additional programs utilized.
7. Salesforce.

PERSONAL AND PROFESSIONAL ATTRIBUTES:

1. Respectful communication to staff, volunteers, and clients.
2. Proven ability to work hard, prioritize, and organize.
3. Communicate all problems and concerns through chain of command.
4. Abide by Client Confidentiality Agreements.
5. Represent LoveWay in a positive and professional manner.

WORKING CONDITIONS AND PHYSICAL DEMANDS:

The physical demands and work environment described herein are those that must be met by said employee to successfully perform the essential functions of the position. Reasonable accommodations will be made to enable individuals with disabilities.

This job description may not be inclusive of all assigned duties, responsibilities, or aspects of the job described, and may be amended at any time at the sole discretion of the Employer.

I have received a copy of and agree to work within the guidelines of this Job Description.

Signature: _____ Date: _____

Printed Name: _____

Supervisor Signature: _____ Date: _____

Printed Name: _____