

Events and Marketing Coordinator

Job Description

Position Summary

Supports the Director of Community Engagement in maintaining relationships, event execution, promoting programs, and expanding awareness of the organization's mission to serve at-risk families and children in foster care. This role assists with outreach initiatives, event planning and execution, community partnerships, and social media management.

The ideal candidate is friendly, approachable, organized, flexible, compassionate, social media savvy and passionate about advocating for children and families and raising awareness for our mission.

Key Responsibilities

Community Engagement Support

- Assist the Director of Community Engagement with planning and executing outreach initiatives such as city and county proclamations for Child Abuse Prevention Month and signature events such as Adult Prom, sCAREcrows for Kids and Jeep Run.
- Help develop and maintain partnerships with community organizations, schools, faith groups, and local businesses.
- Support volunteer recruitment and community participation in programs and events.
- Track engagement metrics and maintain outreach databases.

Social Media & Digital Communications

- Manage and schedule posts across social media platforms (Facebook, Instagram, LinkedIn, etc.).
- Create engaging content including graphics, photos, short videos, and stories, paying close attention to branding and messaging.
- Promote events, volunteer opportunities, and program updates.

- Monitor comments, messages, and engagement to maintain positive community interaction.
- Assist in developing social media campaigns that raise awareness about foster care and family support services.

Events & Outreach

- Assist with planning and coordinating community events, fundraisers, and informational sessions, includes in-person representation at events as needed.
- Create outreach materials such as flyers, presentations, and digital content.
- Support logistics for community meetings, workshops, fundraisers and volunteer events.
- Help identify and secure sponsorships for signature events (Adult Prom, sCAREcrows for Kids, Jeep Run)

Administrative Support

- Provide administrative support to the Director of Community Engagement, such as event sponsor tracking, text campaigns, etc.
 - Maintain organized records of community contacts, volunteers, and outreach activities.
 - Assist with reporting, newsletters, and communication materials.
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Qualifications

Education

- Bachelor's degree in communications, marketing, nonprofit management, social work, or related field preferred (or equivalent experience).

Experience

- Experience with social media management or digital communications.
- Experience with community outreach, event planning, nonprofits, or advocacy work is a plus.

Skills

- Strong written and verbal communication skills.

- Passion for supporting children and families in foster care.
- Ability to manage multiple projects and meet deadlines.
- Familiarity with social media platforms and basic content creation tools (Canva, Adobe, or similar).
- Organized, detail-oriented, positive attitude, flexible, social media savvy, team player and collaborative.

Preferred Qualities

- Experience working with nonprofit organizations or social services.
- Thrives on building relationships and community connections.
- Experience with event planning and execution.
- Creativity in storytelling and digital engagement.
- Prior outreach, event planning and marketing experience is helpful, but enthusiasm, creativity and passion for the mission are essential.

Flexibility to work occasional weekends and evenings for events and fundraisers is required.
