



Event Marketing Coordinator/ PR

The Event Marketing Coordinator is responsible for sourcing, planning and executing all internal and external events throughout our service area. This individual seeks out opportunities to create and/or participate in events, sponsorships, or programs that enhance the company's brand and corporate goals. The Event Marketing Coordinator will establish and foster relationships with community partners and organizations.

Key Responsibilities:

- Plan, organize and execute participation in all internal events, tradeshows, conferences, and community/industry events.
- Manage all aspects of the event, from organizing set-up and travel arrangements to coordinating participants, staff, and ensuring all necessary materials are available.
- Research and contact vendors (venues, catering, decorations, etc.) and book the best option of quality and cost.
- Work with the Content Coordinator to develop and design promotional content and event materials.
- Engage, discover, and empower impactful community outreach initiatives and strategies throughout our service area.
- Explore market trends and uncover opportunities to elevate our company's reputation and expand our brand presence.
- Establish and maintain memberships with local chamber of commerce's and oversee membership benefits to maximize company investment.
- Evaluate sponsorship and donation inquiries to ensure they align with our company's objectives and charitable mission.
- Act as a brand advocate by participating in and attending community events.
- Track and monitor expenses and invoices to stay within budgetary requirements.

Requirements:

- Excellent verbal and written communication skills.
- Ability to work independently and cross-functionally.
- Have a personable and connective personality who encourages collaboration and participation.
- Strong attention-to-detail and organizational skills.
- Flexible and welcoming change and growth.
- Ability to remain calm under pressure and maintain a positive attitude in stressful situations.
- Valid driver's license – travel may be required.
- After hour and weekend events possible.
- Other duties assigned by the marketing supervisor.

Experience and Qualifications:

- Bachelor's degree in marketing or related field or equivalent experience
- Prior experience working marketing or event coordinating (preferred)