



community sailing center  
lake champlain | burlington vermont

## Marketing and Events Coordinator Job Description

### Overview

The Marketing and Events Coordinator position is the brand manager for the Lake Champlain Community Sailing Center, coordinating and directing the workflow of marketing, advertising, and public relations. The position is responsible for maintaining and growing the CSC brand and corporate identity across marketing and public relations channels. These may include social media, events, website, and paid and earned media channels. This role creates and executes the marketing plan for the organization in collaboration with staff, board, outside PR consultants and volunteers. This person directly manages all Signature Events and smaller seasonal events in conjunction with other CSC management staff and contract employees.

Qualified candidates will have an exceptional eye for detail and be capable of responding to the full range of requests to support staff and volunteers with events management, communications, design, and marketing.. Candidates should possess excellent marketing, networking, interpersonal, writing, computer and database management skills. The candidate must be highly organized, up-to-date on industry trends, with the ability to implement and manage systems and follow-up processes, able to effectively work under pressure, use independent judgement, and produce a quality work product.

**Reports to:** Associate Director

**Classification:** Permanent, part –time position

**Pay:** Salaried; pay commensurate with experience; potential contract work for appropriate applicant.

### Prerequisite Skills

*Candidates for this position will have:*

- Bachelor's degree and/or related experience required;
- Exemplary interpersonal skills;
- Excellent communication skills (verbal and written);
- Solid organizational, project management and time management skills;
- Portfolio of previous work that demonstrates competencies in all areas of the role;
- Events management experience;
- Social media content generation experience;
- Ability to work independently performing duties under general supervision;
- Strong design skills;
- A minimum of 3 years of previous experience, which may include coop/intern positions.

### Responsibilities

1. Establish performance measures to monitor results and evaluate the effectiveness of the organization's communications, events and marketing plans and strategies.
2. Write, produce, coordinate, and distribute marketing, public relations, and general communication materials through the website, print, electronic and other media outlets to a variety of audiences, including current and prospective students, current and prospective donors, corporate sponsors, board members, Trustees, event attendees, and the public.

3. Plan and manage all social media for the Center, including Facebook, Twitter, Instagram, and related digital community, including all images produced for the organization
4. Manage and supervise marketing intern, as necessary.
5. Coordinate and implement communication strategies including: publicity materials to promote events, engage participants and prospective donors or corporate sponsors. In collaboration with management team, evaluate and refine existing internal and external communication structures and identify strategic communication goals and objectives.
6. Maintain archives (digital and print) of event, marketing, and media collateral.
7. Maintain and utilize database of users, donors, and volunteers for contact management.

#### Events

8. Planning, coordination, execution, and attendance of all annual events and gatherings.
9. Event follow-up and reporting including correspondence, attendance, budget, and related data collection and review for event outcomes.

#### Administration

10. Other duties as assigned by the Executive Director and Associate Director.