



of Metropolitan Dallas

Position Title: Marketing and Events Coordinator
Category/FLSA Status: Full-time, Exempt
Supervisor: Vice President of Marketing, Communications, and events.
Supervises: N/A

Position Summary:

Marketing and special events are critical to the success of Girls Inc. and our ability to provide high-quality programming to girls from underserved areas of Dallas. This position is responsible for implementation of marketing strategies and coordination of all special event fundraisers, stakeholder cultivation events and third-party events.

Responsibilities:

- Assist with the marketing and messaging of Girls Inc., including managing the website, social media channels, brochures, infographics, invitations, and flyers.
- Coordinate and host tours of Girls Inc. campuses for visitors and potential donors.
- Develop and implement the year-long communications calendar that coordinates all print and digital communications, including social media.
- Create and administer mail, digital and social media appeals in collaboration with the Director of Development.
- Manage the organization's website including updating content, monitoring security platforms and tracking metrics.
- Coordinate the writing, design, preparation, production and distribution of Girls Inc. brochures, publications, and collateral materials.
- Develop and monitor digital marketing and communications metrics and analyze data to increase reach and impact.
- Oversee the planning and execution of virtual, hybrid, and in-person donor cultivation and appreciation events to increase brand awareness, develop new leads and deepen our existing relationships with stakeholders.
- Work with committee of volunteers to plan and implement special event fundraisers.
- Research events, negotiate contracts, secure venues, and manage budget.
- Oversee venue and personnel logistics, both before and during events (including but not limited to scheduling, use of space, conference setup, vendor management, branding, AV services, catering, etc.)
- Review existing event practices and propose new ideas to improve the event planning and implementation process.
- Serve as the agency liaison for all 3rd party fundraising events.
- Represent Girls Inc. Dallas in the community at events.
- Manage inventory of branded swag and promotional items for multi-purpose use.

Minimum Qualifications:

- BS or BA degree
- One to two years of experience in marketing and events
- Knowledge of social media platforms
- Skill in managing multiple projects simultaneously to meet deadlines

- Ability to understand and execute complex instructions
- Excellent verbal and written communications skills; creative writing ability and photography a plus
- Experience with data management or transferable skills with a proven track record of success
- Excellent customer service skills with the ability to work well with staff at all levels of the organization and have a high level of professionalism
- Ability to work in a collaborative team atmosphere and be willing to work with the objective of achieving team goals
- Ability to support day to day operations in a fast-paced environment with independent judgment and discretion in handling confidential and sensitive material
- Knowledge of Microsoft Office Suite, WordPress, and design software such as Adobe, Canva, etc.

Preferred Qualifications:

- Five plus years of experience in marketing and events
- Two years or more in a fund development role

Compensation and Benefits

Salary is based on years of experience, degree of education, and level of expertise. A competitive benefits package is also offered.

Physical Requirements and Work Environment:

This position requires the ability to operate phones, computers, and other office equipment, and the physical ability to perform light lifting. While performing the duties of this job, the employee is regularly required to sit, stand or walk; use hands to finger, handle, or feel; reach with hands and arms; stoop or bend; and talk or hear. The employee must occasionally lift and/or move up to 50 lbs. Work is performed in an office or classroom setting. This person may be required to travel to various locations throughout Dallas County. Generally, the working conditions have little or no exposure to extremes in safety hazards or hazardous materials.

Equal Employment Opportunity:

Girls Inc. of Metropolitan Dallas provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, marital status, veteran status, genetic information, or any other discrimination prohibited by law. The agency complies with all applicable federal, state, and local laws, regulations, and ordinances prohibiting employment discrimination.

Disclaimer:

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and/or skills required of all employees within this class.

To Apply:

Please send cover letter and resume to admin@girlsincdallas.org ATTN: MEC. Please, No Phone Calls.