

MARKETING AND EVENTS COORDINATOR

Job Title: Marketing and Events Coordinator
Department: Marketing and Development
Reports To: Marketing and Development Manager
FLSA Status: Non-exempt

This is a full-time position that requires working a flexible schedule which can include nights, weekends, and holidays.

Starting rate \$22.30 per hour

POSITION SUMMARY

The Marketing and Events Coordinator is an integral member of the Marketing and Development Department with the objective to support the mission of Southwest Wildlife Conservation Center (SWCC) through world-class branding, communication, and storytelling. In this role, the coordinator is responsible for all aspects of SWCC messaging, as well as playing a lead role in events.

DUTIES AND RESPONSIBILITIES

- Create and organize engaging content for SWCC social media channels including Instagram, Facebook, TikTok, LinkedIn, and YouTube
- Write various marketing materials including blog posts and animal rescue stories for print media
- Coordinate with outside PR firm to circulate news-worthy stories and organize on-site media presence when necessary
- Plan, develop and implement social media content calendar while providing a consistent brand voice
- Analyze and report data from SWCC website, social media channels,
- Take the lead on implementing strategy to utilize SEO and Google Analytics
- Design and edit SWCC materials as needed including brochures, posters, presentations, and graphics
- Upload content to SWCC website, social media scheduling tools
- Edit audio and video for social media and other marketing purposes
- Photograph and/or film animals for stories on social media channels
- Coordinates the planning, implementation and logistical support for SWCC sponsored and friend-raising events
- Ensures events fall within budget parameters and are revenue-producing when expected
- Works with Volunteer Coordinator to staff events

Other duties - Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

QUALIFICATIONS:

- Bachelor's Degree in Marketing, Communications, Public Relations, Journalism, or equivalent experience
- Strong writing and storytelling skills

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- Experience managing and/or developing content for a brand account on social media
- Experience with design tools like Canva
- Experience with Meta Business Suite
- Experience in marketing, copywriting, or other content production and knowledge of marketing practices and principles
- Ability to create and edit graphics or print and digital media
- Experience with social media, content creation, SEO, writing, graphic design, videography/photography, editing

Minimum Experience

- 1-3 years of administrative or coordinator program experience

Preferred Experience

- 2-4 years of administrative or coordinator program experience

EQUIPMENT USED:

- Laptop
- Office equipment

WORK ENVIRONMENT:

- While performing the duties of this job, the employee is frequently required to stand, walk, sit, use hands to finger, handle, or feel objects, reach with hands and arms, or climb stairs.
- The employee may occasionally lift and/or move up to 20 pounds. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.
- Most time will be spent in a typical air-conditioned and heated office environment. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

APPLICATION PROCESS

Please complete the Employment Application on this site and forward it to HR@southwestwildlife.org. NOTE: You may also attach your resume but the application must be completed in full.

We will review your materials and contact you if we wish to consider you further. Thank you for your interest.

Human Resources

Southwest Wildlife Conservation Center is an Equal Opportunity Employer