



## **Wings of Refuge – Marketing/Event Coordinator**

**Organization Type:** Christ Centered Non-Profit

**Direct Report:** Development Coordinator

**Hours:** Part time, up to 20 hours

**Location:** This position is based in Ames, IA

**Education and Experience:** Preference will be given to individuals who possess a bachelor's degree from an accredited college or university in marketing, event management and/or a related field. Relevant experience may be substituted for the degree preference.

**Summary of Job Responsibilities:** In partnership with the Development Team and Graphic Designer, lead marketing, social media, event planning and creative/digital communications aligned with the Wings of Refuge mission and brand.

### **List of Responsibilities:**

**Marketing & Social Media:** *Maintain and share the Wings of Refuge brand on various platforms*

- Coordinate with Graphic Designer as needed
- Collaborate with the Social Enterprise Coordinator on marketing plans, online store, and the ONE MORE brand
- Work with the development team to plan marketing content
- Manage development, production, and distribution of promotional materials
- Participate in budget development and support budget management
- Use independent judgment to execute marketing plans
- Analyze marketing and communications programs and make recommendations to adjust strategy and tactics to increase effectiveness

**Event Planning:** *Serve as point person for both internal and external fundraising and awareness events*

- Take the lead in all aspects of event planning for internal fundraising events
- Serve as Wings of Refuge liaison for all external events
- Promote, advertise and create visual content for all events and coordinate with Graphic Designer
- Coordinate on-site arrangements for events, including space agreements, food and beverage, order supplies, and appropriate décor
- Assist with managing on-site production and clean up for events as necessary
- Provide periodic progress reports to the Development Team for each event project
- Keep track of event finances including check requests, invoicing, and reporting
- Close out all events as required with the Office Manager

**Creative Communications:** *Develop visual content to communicate the mission and vision of the ministry*

- Coordinate content and publish a monthly newsletter
- Create weekly content for social media
- Capture pictures and videos of events to be shared with the Wings community
- Be responsible for ensuring accuracy in information and proofreading
- Prepare written materials including some copy, reports, and presentation scripts
- Use MailChimp to create and send emails, newsletters, etc.
- Update Amazon and other 'wishlists'

### **Additional Responsibilities:**

- Agree with the Wings of Refuge **Statement of Faith**
- Understand and demonstrate a willingness to engage in the **Guiding Principles** of the program
- Maintain an active, growing relationship with the Lord
- Abide by organization policies and procedures

- Exhibit leadership and management skills
- Capable of performing multiple tasks and is well organized
- Display strength-based tendencies
- Effectively communicate with others
- Participate in all required training and show competency in skill areas of training content
- Willingness to pursue and participate in continuing education to stay up to date on best practices and regulatory compliance requirements

**Qualifications:**

- Never have been shown by credible evidence (e.g., a court or jury, a department investigation, or other reliable evidence) to have abused, neglected, sexually exploited, or deprived a child or adult or to have subjected any person to serious injury as a result of intentional or grossly serious injury as a result of intentional or grossly negligent misconduct as evidenced by an oral or written statement to this effect obtained at the time of application and evidence of having made efforts to obtain and evaluate references from previous employers
- Documentation of at least two professional, educational or personal references that attest to the person's capability of performing the duties of the position
- Complete a satisfactory preliminary criminal history background check and a satisfactory fingerprint records check
- Be 21 years of age or older
- Pass a motor vehicle record check