



Job Title: Marketing Special Events Coordinator

Reports To: Development Director

Job Status: Year Round Full Time

Salary Benefit Package: Competitive, Based on Experience

Summary

Breckenridge Outdoor Education Center (BOEC) is a non-profit 501(c)3 human service organization whose mission is to expand the potential of people with disabilities and special needs through meaningful, educational and inspiring outdoor experiences.

Overview and Job Summary

The Marketing Special Events Coordinator is responsible for coordinating all aspects of marketing and public relations to benefit BOEC, including support of development efforts and managing special events. Under the direction of the Development Director, the Marketing and Special Events Coordinator will work closely with the Grants Manager, Office Manager, and Program Directors in developing outreach, fundraising and marketing vehicles to meet the revenue and program goals of the BOEC.

The ideal candidate will have exceptional communication (both written and verbal) and interpersonal skills as well as a strong understanding of event management and marketing strategies.

Essential Duties and Responsibilities

Marketing (40%)

- Under the direction of the Development Director, develop and implement marketing and communication campaigns with a goal to increase overall knowledge of BOEC and its programs, advance fund development objectives and advance BOEC positive reputation in the community.
- Oversee BOEC Brand Standards and ensure compliance across all platforms working with Program Directors, Office Manager and others to ensure accurate and consistent use of BOEC brand and logo.
- Coordinate and edit all publications representing the BOEC including Annual Report, e-news, printed newsletter, programs flyers and brochures.
- Oversee content and updates to BOEC Website, Facebook page and other social media outlets.
- Assist all programs in representation at marketing events, conferences, trade functions, etc.
- Provide support as needed to other members of the Development team in writing or editing donor letters, reports, updates and thank you letters and cards.
- Help maintain the general BOEC database for marketing and development use.

Public Relations/Communications (20%)

- Maintain and manage a photo, testimonial and clippings library.
- Acquire, organize and manage media outreach for BOEC including outreach to media outlets with story ideas, photographs, social media, video and interviews.
- Design and utilize media kits and press releases to build image of BOEC, promote major gifts and raise awareness of BOEC development efforts.
- Work with BOEC administration, interns and other staff and Board to generate publicity and positive public relations for BOEC.

- Function as an ambassador of the BOEC with the media and at community functions.

Special Events (40%)

- Under the direction of the Development Director, oversee coordination and implementation of all aspects of four key BOEC fundraising events meeting established fundraising goals for each event. Event coordination duties include:
 - Work with each event partner to coordinate all event details,
 - Develop and oversee volunteer event committee, identify and manage event volunteers
 - Coordinate event publicity, including public relations, advertising and collateral material design, production and distribution
 - Develop written proposals, letters, etc. for sponsorship and donor involvement for the various events. Cultivate and expand sponsorship development and fulfillment for each event
 - Solicit silent auction items as needed based on event needs
- Working collaboratively with other members of the Development team and Executive Director develop a plan to create a signature event designed to raise awareness for BOEC, its' programs and mission.
- Expand 3rd party event program identifying individuals and community partners interested in hosting events which will benefit the BOEC.
- Expand the 3rd party promotion program identifying corporate partners interested in creating percentage of sales, round-up or other corporate giving campaigns which benefit the BOEC.
- Support donor related events as needed and under direction of the Director of Development.

Required Personal Attributes

- Proven ability to work in a deadline driven environment.
- Strong organizational skills, attention to detail, and a commitment to accuracy in all areas of responsibility.
- Strong communication and problem-solving skills, including the ability to develop and maintain a positive working relationship with a broad range of people including BOEC ED, program and development staff, community and funding partners.
- Ability to be successful in a work environment that requires both significant internal and external collaboration plus working with a high degree of independence and autonomy.
- Must be passionate about the mission of the BOEC and those served through BOEC programs.

Qualifications

- 2+ years' experience in marketing and special events required.
- Proven success in coordination of special events of various sizes and scope.
- A proven understanding of marketing and PR strategies and techniques including social media, print and web.
- Familiarity with services and programs offered by the Breckenridge Outdoor Education Center.
- Excellent writing skills, with the ability to complete grant applications efficiently and accurately.