



## Events and Marketing Coordinator Job Description

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### Summary

Reporting to the Programs and Development Manager, the Events and Marketing Coordinator supports marketing content creation; relays and reviews content for public dissemination; posts to social media; oversees the implementation of marketing campaigns; maintains the marketing and events calendar; plans and coordinates events; and assists with program delivery. This position is responsible for growing public awareness of our programs, events, and offerings. They will communicate with external audiences on a regular basis to inform them of upcoming events and will work closely with staff to implement initiatives that increase attendance at events and drive use of The Sustainability Alliance's engagement platforms.

### About Applying

Not all applicants will have skills that match a job description exactly. The Sustainability Alliance values diverse or alternative experiences, and we encourage everyone who sees themselves as a valuable candidate for this role to apply. If your career path is just beginning or has not followed a traditional course, do not let that stop you from considering this opportunity. We take a holistic approach to hiring and welcome your full authentic self to find a work home with us. The Sustainability Alliance is an equal opportunity employer.

To apply for this position, please send the following items to the Programs and Development Manager, Morgan Fehrle, [morgan@thesustainabilityalliance.org](mailto:morgan@thesustainabilityalliance.org) with the subject line, "[First Name Last Name] Application for Events and Marketing Coordinator":

- Resume
- Cover letter
- Contact details of 1-3 professional references
- Social media handle(s), if applicable
- Optional: 30 second video highlighting your interest in this role

### Position terms

This is a full-time salaried position with benefits: 40 hours/week with some flexibility and occasional weekend expectations. Primarily office remotely. This position is primarily officed remotely, but applicants should reside within an accessible radius of the Tulsa Metro Area. Some travel within the region will also be required.

### Details

- Based in Tulsa, Oklahoma
- Annual salary - \$36,000 plus benefits
- For more information on The Sustainability Alliance programs visit us at [thesustainabilityalliance.org](http://thesustainabilityalliance.org)
- Deadline for submission is February 6<sup>th</sup>, 2023

## Responsibilities

- Sources, schedules, and organizes public speakers, event details and presenter materials
- Coordinates technology needs/availability for each event and organizes all event logistics
- Prepares event presentations, scripts, and related marketing assets
- Maintains timelines, events and marketing calendars, and event agendas
- Supports the delivery of the annual marketing strategy across emails, print, traditional media sources, and website in alignment with The Sustainability Alliance brand, mission, and vision
- Increases engagement on social media platforms and creates content in coordination with the marketing firm on a routine basis
- Acts as the primary point of contact for the marketing firm
- Works closely with the marketing firm and staff of the Sustainability Alliance to create and implement campaigns to drive event attendance and attract donors
- Supports the delivery of sustainability challenges through our new app (launching February of 2023)
- Supports team needs with public facing materials and programmatic events
- Helps build positive relations between the team and external parties, including media relationships
- Assists with growing our programs region wide
- Manages program attendance data and complies regular reports on program outcomes, social media insights, and other communications efforts
- Makes recommendations and contributions to improving event delivery and marketing approaches
- Delivers events on time and within budget

## Qualifications

- BA degree preferred in Communications, Marketing, Public Relations, Sustainability, or a related field
- Positive attitude and supportive team member
- Experience in event planning preferred
- Experience with diverse communities and multicultural groups desired
- Proven passion and demonstrated experience with sustainability
- Detail-oriented and efficient
- Outstanding verbal and written communication skills
- Excellent time management and organizational skills
- Ability to work as part of a team and independently, with an elevated level of self-motivation
- Computer Skills: Microsoft Office, Donor Perfect, Constant Contact CRM, Canva, digital advertisement. Experience with web development and video editing a plus.
- Fluency using Facebook, Instagram, LinkedIn, YouTube, SEO.
- Physically able to assist with setting up rooms for events and carrying materials up to 40 lbs.
- Can arrive on time at The Sustainability Alliance activities and meetings