



Inspiring all girls to be
strong, smart, and bold

TITLE: Communication and Special Events Coordinator

DEPARTMENT: Fund Development

CLASSIFICATION: Exempt

PRIMARY FUNCTION/PURPOSE

The Communications and Special Events Coordinator is a full-time position that plays a significant role in fundraising and promoting Girls Inc. of San Antonio. In collaboration with the Development Director, the Coordinator is responsible for executing all tasks related to special events, marketing, social media, website, and other communication platforms. The Coordinator is responsible for promoting Girls Inc. of San Antonio in such a way that the mission of the organization is clearly communicated, and the organization is highly recognized throughout San Antonio as a reputable and results driven agency. This includes but not limited to the design, creation and execution of all print and branded materials to include but not limited to electronic communications, curating content that increases audience engagement, building and managing relationships necessary for implementation of communication and fund development strategies.

PRIMARY RESPONSIBILITIES

The Communication and Special Events Coordinator performs a wide range of duties including but not limited to the following:

Marketing and Communications

- Develop and execute integrated social media and web strategy for the organization, insuring consistent messaging across organization's multiple platforms
- Manage Girls Inc. of San Antonio branding in compliance with national Girls Inc. guidelines ensuring brand and message consistency across all communication
- Experience in graphic design to create print and electronic publications and collateral materials including but not limited to: the annual report; brochures; pamphlets; flyers; and other materials as needed to promote an understanding, appreciation, activities, and needs of Girls Inc. of San Antonio and the girls and their families served by the organization
- Familiarity with CMS platforms and basic HTML (WordPress, etc.)
- Demonstrated ability to work on multiple projects simultaneously while managing deadlines

Event Management

- Leads event planning for Girls Inc. of San Antonio to include, but not limited to Strong, Smart, and Bold Luncheon, Rokit into the Future Science Festival, and Raise Your Glass for Girls Reception
- Manage digital platforms for marketing & promotion: primary website sections, event-specific microsites, social media event pages, email invitations, and online ticket & sales
- Manage physical components of marketing & promotion: mailed save-the-dates and invitations, press releases, and all event collateral
- In partnership with the Development Director and President/CEO identifies, recommends and solicits individuals and businesses for sponsorships and auctions
- Develop event-planning goals, timelines and agendas

- Captures contact information of attendees for use with mailing lists, e-newsletters, and future events.
- Organizes logistics (catering, AV, décor, volunteers, etc.) involved in successful implementation of all events.
- Manages and promotes all third-party fundraising events

Individual Fundraising and Communications

- Develop and implement the year-long communications calendar that coordinates email, social media, and event communications
- Administer mail and online fundraising appeals regularly throughout the year
- Updates Girls Inc. of San Antonio's profile on GuideStar and other donor related sites
- Maintain a "clip file" of media coverage secured each year and produce a year-end report outlining all agency coverage
- Coordinates community speaking engagements to bring awareness and familiarity about Girls Inc. to the public.

Other Duties

- Build relationships with community stakeholders to advance the mission and fundraising goals
- Be familiar with youth development, trauma informed care, and developmental assets research and trends
- Represent Girls Inc. of San Antonio in the community at meetings with current and potential donors as well as external events and community partners
- Participate in special projects and take on additional tasks as requested

GENERAL EXPECTATIONS

- Creativity/Innovation: Develop new and unique ways to implement activities that inspire girls to be Strong, Smart, and bold
- Communicate Effectively: Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques. Ability to make effective presentations to audiences and lead small group activities
- Foster Teamwork: Work cooperatively and effectively with others to set goals, resolve problem, and make decisions that enhance organizational effectiveness.
- Lead: Positively influence others to achieve results that are in the best interest of the organization; ability to work unsupervised, seek supervision when necessary and use feedback constructively
- Organize: Set priorities, develop a work schedule, monitor progress towards goals, and track details, data, information and activities.
- Solve Problems: Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.
- Customer Service: Respond to customers/clients (children, community members, co-workers, donors, board members, family members, and volunteers) in a timely and thorough manner; does what is necessary to ensure customer/client satisfaction; prioritizes customer's needs and follows up to evaluate customer's satisfaction.
- Calm and Flexible: Models patience and self-control and can tolerate creative chaos; can adapt to new or unexpected situations and rebound from setbacks.

REQUIREMENTS

- Bachelor’s degree in Communications, Marketing, Women’s Studies, or closely related field.
- Experience with media, public speaking, fundraising and program development.
- Must be an exceptional communicator, both verbally and in writing.
- Proficient in Microsoft Office, with an emphasis on creating interesting and appropriate PowerPoint presentations. Ability to create and edit website, flyers, press releases, brochures, and other highly visible documents.
- Ability to engage and communicate effectively with persons from diverse cultures & communities, as well as from different groups, including children, their parents, agency colleagues, support staff, supervisors, administrators, and the public at large.
- Sensitivity to the individual and group needs of children and families
- Enough maturity and judgment to function in crisis
- Ability to seek supervision and use it constructively
- Ability to perform physical activities including lifting at least 20 pounds several times a week, bending, stopping, twisting and reaching several times a day
- Maintain high levels of enthusiasm and encouragement for populations served.
- Responsible for own personal safety, your co-workers, and others that might enter your work area.
- Driving requirements: Must maintain a current drivers' license. Must have access to reliable and safe transportation. Willingness and ability to use personal vehicle for work activities.
- Must be a strong team player dedicated to group success

DESCRIPTION OF THE WORKING ENVIRONMENT

- Work environment is the Girls Inc. office; however, some work assignments are completed outside of an office setting, including program outreach sites and special event locations
- Weekend and evening work are required.

DESCRIPTION OF ORGANIZATIONAL RELATIONSHIP/REPORTING RELATIONSHIP

Supervisor: Development Director
Supervises: Interns and Volunteers as needed

Employee: Print Name Signature Date

Supervisor: Print Name Signature Date

**If Interested, please e-mail cover letter and resume to
Lea Rosenauer, President/CEO at rosenauer@girlsincsa.org**