



## **Position Title: Events & Marketing Manager**

### **Job Description & Responsibilities:**

- Operating as the lead of events and marketing for the Association, but in the circumstance in which either becomes an overwhelming responsibility, the Events & Marketing Manager will recruit an assistant to oversee either the events or marketing responsibilities, with the approval of the Executive Board.
- Being responsible for site searches and contracting locations/ facilities/ venues for events, workshops, or other engagements.
- Organizing and proposing an event schedule consisting of at least one event per quarter of the year with objectives and an execution plan.
- Working with the Treasurer in developing a proposed expenses budget for the all event related expenditures in conjunction with E.O.F.S.A.A.
- Being responsible for all branding and promotion materials of the Association and works with the Public Relations Specialist and Social Media Specialist to ensure the E.O.F.S.A.A. brand is accurately utilized and represented in all avenues.
- Creating and managing the overall branding guidelines in the form of a Branding Kit for the Association's reference.

### **Qualifications & Requirements:**

- Must be an E.O.F. Alumna/Alumnus with an Associate's or Bachelor's Degree and applicable professional experience with a background in event planning as a plus
- Demonstrate strong leadership and management skills with prior experience in leadership
- Must be highly organized and a self-motivator and self-starter
- Be a strong project manager and able to multi-task well
- Be able to establish and maintain effective working relationships with board members, volunteers, community agencies and general public
- Efficient communication ability, both written and oral
- Has experience working with vendors and is a strong negotiator
- Has a critical eye for aesthetics with a marketing background as a plus
- Has a strong logistics and operational mindset
- Should understand contracting, site scouting and managing BEO's
- Must be creative with marketing strategies and promotional efforts
- Proficient in managing and collaborating in virtual teams
- Has a good understanding of Google Apps, online marketing tools (i.e. Canva) and virtual project management tools (i.e. Asana)