



## Position Description

**Position:** Marketing & Events Manager

**Classification:** Exempt, Salaried

**Status:** Regular, Full Time

**Reports To:** Chief Operating Officer

**Start Date:** Spring 2018

**Salary:** Mid to upper 30k

**Position Summary:** HandsOn Broward's Marketing & Events Manager inspires, equips and mobilizes people to take action to effect positive change in our Broward County community. As the local leader in the development and production of community service opportunities for individuals, groups, and corporate teams, HandsOn Broward engages anywhere from 1 to 1,000+ people in active and meaningful volunteer service that effects positive change in our Broward County community on a single day.

Reporting to the Chief Operating Officer, the Marketing & Events Manager will be responsible for the development, management, marketing and execution of special events and campaigns designed to increase revenue for the organization. This position requires creativity, initiative and an ability to work with minimal supervision.

### Responsibilities:

- Develop, promote and execute strategies, events and campaigns to raise funds for HandsOn Broward
- Recruit sponsors, donors and participants for fundraising events
- Serve as ongoing point of contact for event participants and stakeholders
- Provide event participants and stakeholders with necessary documentation in a timely manner, including agendas, directional maps, sponsorship packets, FAQs and other necessary documents
- Manage participant and donor data in software programs
- Generate gift acknowledgements following events and donation campaigns
- Generate awareness of the HandsOn Broward events and brand through social networks, media, campaigns, websites, blogs, etc.
- Create graphics, flyers, web and social media content
- Write press releases and contact local media outlets
- Take photos and videos of events to be used in media outreach
- Brainstorm marketing ideas/concepts with marketing & development team
- Support other marketing and fundraising activities as needed

### Additionally, the Marketing & Events Manager will:

- Need to be able to lift and move supplies and equipment and perform physical tasks at and leading up to service projects.



- Represent HandsOn Broward at meetings and on working groups, as appropriate.
- Provide support for additional duties as necessary.

**Position Requirements:**

- Demonstrated passion for communities and volunteer service
- Enthusiasm, outgoing personality, and sense of humor are essential
- Ability to be a team player in a small, fast-paced and fluid organization and ability to provide consistent quality in a fast-paced environment
- Detail-oriented with excellent written and verbal communications skills
- Must be open to working some evenings and weekends
- Excellent internet research skills
- Broad understanding of social media platforms and how to effectively utilize them
- Knowledge of Microsoft Word, Excel, and Access computer programs preferred.
- Knowledge of Photoshop/InDesign
- Ability to create graphics and marketing materials that reflect HandsOn Broward's brand standards
- Confidence that is balanced by an ability to exercise good judgment
- Focused multi-tasking abilities with strong workload and time management skills
- Open to new ideas and capable of generating alternatives when faced with challenges

Candidates should send a cover letter and resume to: Kristina DaSilva at  
[Kristina@HandsOnBroward.org](mailto:Kristina@HandsOnBroward.org).

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