

Position: EVENTS MARKETING DIRECTOR
Hiring Organization: United Way of Salt Lake
Department: Marketing and Engagement
Reports to: VICE PRESIDENT OF MARKETING AND COMMUNICATIONS
Posted: August 2, 2016

THE ORGANIZATION

United Way of Salt Lake (UWSL) has made a promise to our community—to change the odds so all children and their families have the same chance to succeed in school and life. We have adopted a unique approach to community problem-solving called collective impact, which allows us to engage directly with communities. Our workplace is fast-paced, friendly, and adaptive. At UWSL, we believe in celebrating success, learning from failure, and ambitious goals. Our wages are competitive; the benefits package is comprehensive; perks—like flexible schedules and staff parties—make every day unique.

POSITION OVERVIEW

The Events Marketing Director (EMD) combines strategic and logistical execution (80%) with creative development (20%). This person creates and implements a strategic plan for all organizational events—internal and external. Additionally, develops metrics to measure event success, creates and implements detailed plans for event outreach, and follow-up. The EMD also develops event promotion strategies through various online channels, and works across departments to execute strategies.

KEY RESPONSIBILITIES

1. Develop and execute organizational special event logistics.
2. Prepare the annual events calendar. Direct event-planning meetings; manage all post-event correspondence, follow-up, and debrief.
3. Manage event: budgets, sponsorships, marketing, RSVP system, program, and PowerPoint presentations.
4. Write scripts and other event-related content for promotional materials including web and social media applications.
5. Provide assistance to other departments with events as needed.
6. Lead volunteer committees, and develop new opportunities to engage volunteers with event planning.
7. Develop marketing plans to build audiences for events through digital media and direct marketing.
8. Coordinate public relations and media relations opportunities for event promotion.
9. Work across departments to develop strategic outreach and follow up plans to continue engagement of event attendees.
10. Develop specific metrics and goals for each event and develops plans for continuous improvement.
11. Recruit and supervise marketing intern to assist in event-planning responsibilities.
12. Design event-sponsor recognition opportunities and ensures necessary materials are published and displayed.
13. Create event content materials including invitations, brochures, signage, event scripts, and other communications.

14. Perform other duties as assigned.

JOB REQUIREMENTS

- Experience building and maintaining professional relationships with exceptional negotiation tactics
- Ability to work well with United Way volunteer leadership, staff, and community leaders
- Must have excellent written and verbal skills
- Detail-oriented with proven track record of process improvement
- Experience leading and motivating individuals and groups
- Proficient in Microsoft and Adobe suites
- Experience working with event management software, CRM (Constituent Relationship Management) systems, email automation systems
- Basic web design a plus

MINIMUM QUALIFICATIONS

- Bachelor's degree in marketing, communication, PR, or
- 1-2 years of experience in marketing, PR, or creative writing
- 2-3 years of experience planning and implementing large-scale events

SALARY INFORMATION

This is an exempt position; salary commensurate with experience.

TO APPLY

Read complete job description before applying. Complete applications include: (1) an employment application (see website), (2) cover letter, and (3) resume. For the employment application, and the complete job description: <http://www.uw.org/about-us/careers/>.

NOTE: The statements in this position description are intended to describe the general nature and level of work being performed but are not to be seen as a complete list of responsibilities, duties, and skills required of the person employed. Also, the statements do not establish a contract for employment and are subject to change at the discretion of the employer.