

Marketing & Engagement Coordinator

This role will report directly to the Executive Director and will lead strategy and implementation of the foundation's marketing, events, and overall brand engagement. The right candidate should be skilled in event work, understand holistic marketing strategies, and enjoy community engagement.

Minimum of 3-5 years of experience in marketing and event planning.

Salary Range \$40,000 - \$50,000

Events:

- Strategy, planning and execution of ownable KWF events (*Karen's Gift, Golf Outing & FUN RUN*)
- Leads the planning, facilitation & execution of all third party events and partnerships (Pink October, FUNds events, chapter cities etc)
- Works to identify new partnerships as well as creates growth opportunities with existing event partners
- Assists with marketing and promotional needs associated with events

Community Engagement:

- Researches underserved communities and prioritizes areas of focus for outreach
- Leads outreach efforts, as well as the planning and execution of engagement across communities
- Coordinates event opportunities with various community partners to help the foundation generate awareness around nominations

Digital & Print Communication:

- Manages relationships with partners/vendors including the foundation's graphic designer, Creatives on Call, Michael Holder video, etc...
- Oversees the production and management of all print communications
- Works with marketing team on timelines, creative briefs, and communications to ensure all projects are delivered on time and to standard
- Works alongside the ED to create annual communications calendars/overall strategy

Public Relations:

- Works alongside marketing team to develop + execute quarterly PR strategies (Q1 - Karen's Gift, Q2 - Summer Events, Q3 - October/ Breast Cancer Awareness Month, Q4 - Holiday and end of year giving)
- Works alongside local and national media partners, orgs and corporations to market the mission to a wide audience
- Point person for TV & Radio Appearances

Merchandise:

- Leads the production of merchandise with third party vendors to ensure quality and consistency in product
- Regularly tracks and fulfills orders within a timely manner
- Manages consumer feedback and engagement in relation to KWF merchandise

Please submit resumes and cover letters to info@karenwellingtonfoundation.org