



The Rise School

O F A U S T I N
WHERE EVERY STUDENT SHINES

Marketing and Events Coordinator

Start Date: August 3, 2020

Job Summary

Accountable to the Director of Development and Marketing. They are responsible for coordinating and executing fundraising events along with executing marketing and communications activities.

Job Responsibilities

Activities include but are not limited to:

EVENTS

- Coordinate fundraising events from initial stages to execution, including vendor management, timeline creation, onsite production, etc. and oversee event committees and volunteers.
- Conduct research regarding event vendors and resources to ensure event quality and budget management; present options for staff approval.
- Prepare event budgets for approval, manage, provide periodic updates, reconcile with the team.
- Prepare event materials including marketing collateral, registration lists, gift bags, etc.
- Secure auction items and in-kind donations; assist with securing sponsorships and table sales.
- Propose new ideas to improve the event planning and implementation process.

MARKETING & COMMUNICATIONS

- Collaborate with the development team on marketing strategies and support implementation.
- Design, develop and distribute marketing and promotional materials.
- Manage online presence including social media accounts and website upkeep.
- Create newsletters, press releases, social media content, etc. and manage distribution.
- Oversee the communications calendar to ensure timely execution.
- Participate in budget development and support budget management.
- Ensure accuracy in information and proofreading.

ADMINISTRATIVE

- Assist with stewardship efforts.
- Assist with donor database as needed.
- Other duties as requested.

Minimum Qualifications

- Bachelor's Degree, marketing, communications, event planning or equivalent, preferred
- Event planning experience
- Proficient in Microsoft office

Important Skills

- Excellent written and verbal communication skills
- Event planning and management
- Basic graphic design
- Strong detail orientation and organizational skills
- Ability to handle multiple projects concurrently
- Ability to develop and maintain strong working relationships both internally and externally