

Events and Social Media Coordinator

The Events and Social Media Coordinator is responsible for planning, development, and implementation of CFSA events and CFSA's digital presence.

Duties and Responsibilities

EVENTS

- Coordinate and manage all applicable events for CFSA, its programs, initiatives and affiliates in conjunction with appropriate departments. This includes African American Legacy Fund, Former Trustees Advisory Board, Santa Cruz Community Foundation, Latino Community Fund, and others as needed.
- Work with appropriate staff to oversee and implement all additional CFSA events including but not limited to: Annual Event, Nonprofit Open House, Legacy luncheon and Donor Holiday Celebration.
- Work in coordination with Community Campus Member Services Coordinator on the planning and execution of any CFSA events that occur on the CF campus.
- When appropriate, oversee all components of the liquor license.
- For all CFSA events oversee all components of facility rentals and work with service providers and vendors to ensure all are organized, safe, and successful.
- Drafts all CFSA event related contracts between CFSA and outside vendors for execution by Marketing and Communications Manager. Work in coordination with Community Campus Member Services Coordinator for CFSA event contracts related to the Campus.
- Manage all aspects of CFSA events to ensure they are successful. Work with appropriate staff to oversee mailing lists and invitations. Manage RSVPs and produce all day of event nametags and place cards.
- On an as-needed basis, prepare draft of talking points for presenters for final review by Marketing and Communications Manager.
- Oversee all event coordination, including securing volunteers, day of details.

SOCIAL MEDIA

- Manage, in coordination with the Marketing and Communications Manager, execution of all social media content and messaging in accordance with the strategic plan, including Facebook, Twitter, Linked In and others.
- Collaboratively with CFSA Staff, initiative and affiliate teams, manage and coordinate creation and update of web content; responsible for content related protocols to keep website up to date.
- Work with input from departments to ensure ongoing improvement of website, including phased updates and redesigns.
- Lead CFSA's social media platform and participate in creating an active and innovative presence on applicable social media outlets.
- Maintain the Community Impact Calendar through the CFSA website and maintain relationships with content providers.
- Coordinate/Create photographic and audio/video documentation of programs and events as needed.
- In coordination with the Director of Marketing and Communications, manage event related public relations for the Foundation and its affiliates.
- Other duties as assigned.

Qualifications

- Minimum of 2 years of professional experience in positions that include event coordination and digital marketing.
- Excellent interpersonal skills with a willingness and ability to work cooperatively with others both inside and outside the organization. Must project a professional image and customer service oriented approach at all times in person and on the phones to internal and external callers
- Attention to detail and high level of accuracy
- Analytical and problem-solving skills
- Ability to be self-directed and anticipate organization needs
- Excellent organizational and time management skills, including the ability to prioritize tasks
- Ability to maintain confidentiality
- Website content development and execution using Wordpress
- Development and execution of social media content and messaging to expand our network and visibility
- Principles and practices of sound business communication
- Superior language skills, including spelling, grammar and punctuation.
- High level of ability to create and edit using Adobe InDesign, Photoshop or other similar programs.
- A team player who can successfully work with other departments and act as liaison as needed

Qualified and interested candidates should submit resume to hr@focushr.net.