



## Job Description

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| <b>Job Title:</b>      | <b>Events &amp; Communications Coordinator</b> |
| <b>Classification:</b> | Full-time, Non-Exempt                          |
| <b>Department:</b>     | Development                                    |
| <b>Reports to:</b>     | Chief Development Officer                      |

**General Description:** Responsible for all operational, planning and implementation of special event activities, as well as internal and external communications.

**Job Specifications:** Applicants for this position must

- Have excellent customer service and donor relations skills
- Have excellent, demonstrated written and verbal communication skills
- Be highly organized and proven ability to manage multiple tasks concurrently
- Have social media management experience
- Have marketing and public relations experience

Pluses Include:

- Design experience with Adobe programs: InDesign, Illustrator, Photoshop
- Media relations and purchasing
- Experience with content management system websites such as Wordpress
- SEO and SEM experience

### Job Responsibilities:

#### Special Events (50%)

- Manage and oversee fundraising events and activities for the organization as assigned by the Chief Development Officer.
- Participate in and/or lead event-related meetings. Gather input and suggestions from staff and leadership.
- Expand fundraising activities and volunteer participation designed to increase the identification, education, cultivation and stewardship of sponsors, donors and volunteers.
- Manage and maintain accurate and complete financial records for each event including review and submission of invoiced expenses on a timely basis.
- Work within approved event budget insuring that expenses are at or below budget.

#### Internal and External Communications (35%)

- Analyze past performance of marketing campaigns and apply that knowledge and insight in order to establish strategic direction for future marketing efforts.
- Assist in developing an annual strategic marketing and communications plan for MFBN to span across all communication media and reach appropriate target audiences based upon specific performance goals.
- Develop, manage and produce materials to create a cohesive image and message for print and all offline communication including newsletters, brochures and information kits, annual reports, event collateral (invitations, postcards, etc.), press kits and media

ads. Ensure that all materials are developed and distributed according to an appropriate timeline.

- In coordination with Direct Mail provider and Development staff, create donor newsletter content.
- Create and distribute press releases for all departments; maintain media lists.
- Maintain, update and enhance the website(s), including SEO and SEM.
- Manage social media marketing; continuously increase outreach.

#### Cause Marketing (15%)

- Create and cultivate relationships with organizations that support MFBN and provide marketing support to organizations that fundraise to benefit MFBN.
- Create recognition opportunities for partner organizations/CRM organizations.
- Develop digital and print marketing materials for special events and programs, as well as serve as the point of contact for social media outreach and strategy.
- Lead planning, development and implementation of cause marketing and special event communications.

#### General Requirements:

- Support and promote MFBN's mission and core values
- Comply with MFBN policies and procedures
- Have valid driver's license, car and insurance
- Have a neat, professional appearance
- Be willing to perform other duties as assigned

#### Compensation:

The salary range for this position classification is \$16.28 - \$18.86 per hour DOE. Final offer will be based on the candidate's ability to immediately contribute to organizational goals and apply relevant skills, while maintaining organizational pay equity. Montana Food Bank Network offers a competitive benefits package. We strive to provide non-cash benefits that encourage a work-life balance and promote the physical, mental, and financial health of our employees and their families.

#### To Apply:

Please submit your resume and cover letter to Gayle Carlson, CEO, [gcarlson@mfbn.org](mailto:gcarlson@mfbn.org).  
Position will be open until filled.

*The Montana Food Bank Network is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.  
Offer of employment is contingent on successful completion of a background check.*