



Dreamweaver

FOUNDATION

Marketing & Events Specialist

Position Type: Part-Time Temporary / Temp-to-Hire

Duration: Secured through October 19, 2024, with the opportunity for extension or permanent placement, subject to mutual agreement.

Compensation: Hourly

Reports to: Director of Operations

Position Purpose: The Marketing and Events Specialist plays a crucial role in providing administrative support for marketing activities and events, with a significant focus on logistical event support and data management. The Marketing & Events Specialist is detail-oriented and organized with strong communication skills and a passion for marketing and events. The Specialist will assist in the planning and execution of events, oversee social media campaigns, and ensure smooth administrative operations within the organization.

Key Responsibilities: This is a general list of the primary key responsibilities for the Marketing & Events Specialist role. The employee's supervisor may add additional responsibilities to support organizational goals, as needed. Specific goals will be assigned during annual goal setting and will serve to measure performance on each key responsibility.

Administrative Support:

- Answer office phone and provide appropriate assistance.
- Support the preparation and distribution of marketing materials, presentations, and promotional content.
- Coordinate logistics for marketing events, including booking venues, arranging catering, and managing event-day requirements.
- Maintain accurate records of event details, budgets, and timelines, ensuring all documentation is current and accessible.
- Update and manage the organization's CRM system.
- Handle invoicing, expense tracking, and sponsor coordination for Dreamweaver Foundation events.
- Order and manage office supplies as needed.
- Provide administrative support to all departments as required.

Event Coordination:

- Assist in planning and executing Dreamweaver Foundation fundraising events.
- Coordinate event registration processes, manage attendee communications, and provide on-site support.
- Liaise with vendors, suppliers, and external stakeholders to meet all event requirements.
- Monitor event timelines, ensure deadlines are met, and promptly address any issues that arise.

Program Support:

- Create and process monthly program reclamation and recovery letters.
- Update the program database, Airtable, as needed.
- Assist in coordinating and purchasing Dream program items both online and in-store.
- Maintain mailing lists for the Making Spirits Bright program card deliveries.

Social Media Management & Marketing Support:

- Oversee the company's social media accounts, ensuring consistent and engaging content across all platforms.
- Help develop and implement social media strategies to increase brand awareness, engagement, and follower growth.
- Collaborate with contracted marketing partners to create, schedule, and publish social media content, including posts, stories, and ads, in alignment with marketing campaigns and event promotions.
- Monitor social media metrics and analytics to measure campaign effectiveness and provide regular performance reports.
- Respond to comments, messages, and inquiries on social media in a timely and professional manner.
- Assist in creating and editing marketing collateral, including brochures, flyers, email newsletters, and web content.
- Conduct market research and gather insights to support marketing strategies and decision-making.
- Stay up-to-date with industry trends and best practices in marketing, events, and social media.

Basic Qualifications:

- Bachelor's degree in Marketing, Communications, Business Administration preferred.
- 1-3 years of experience in marketing, event coordination, or administrative support, preferably in a similar role.
- Proficiency in social media platforms (e.g., Facebook, Twitter, LinkedIn, Instagram) and social media management tools (e.g., Hootsuite, Buffer).
- Strong organizational and multitasking skills with a keen attention to detail.
- Excellent written and verbal communication skills.
- Ability to work independently and collaboratively in a team environment.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) and familiarity with marketing software (e.g., Adobe Creative Suite, CRM systems) is a plus.
- Creative thinker with a passion for marketing and a proactive approach to problem-solving.
- Ability to handle multiple projects simultaneously and meet deadlines.

Dreamweaver Foundation is proud to be an Equal Opportunity Employer. All applicants meeting basic qualification requirements are encouraged to apply. Applicants and employees will not be subject to discrimination based on race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), parental status, national origin, age, disability, genetic information (including family medical history), political affiliation, military service, or other non-merit-based factors.