



# Job Description

<b>Job Title:</b> Events & Marketing Coordinator	<b>Reports To:</b> Executive Director	<b>Department:</b> Marketing
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**SCOPE OF POSITION:** The Marketing and Events Coordinator is responsible for every aspect of planning and executing all events, and continuously marketing MATS to gain support, donations, and sponsorships.

1. Coordinate and work up all direct mail solicitations (mailers)
2. Create and solicit online pledge initiatives.
3. Responsible to create content for all MATS advertising (print and online). Create compelling event messaging and content that resonates with target audiences and drives interest and attendance, submit it to the director for review and approval.
4. Solicit donations of goods and services as needed.
5. Coordinate all MATS fundraising events with details covering registration, food, signage, marketing, and sponsorships.
6. Manage event budgets and timelines, ensuring all events are completed on time and within budget.
7. Work all fundraising events.
8. Analyze event performance metrics and provide recommendations for future improvements and optimizations.
9. Sales of event advertising, t-shirts, and corporate sponsorships.
10. Build and maintain relationships with key stakeholders, including sponsors, partners, and vendors for events.
11. Help raise awareness of the organization's purpose, goals, and financial needs.
12. Donor development – create a database of potential, current, and past donors. Customizing lists for different events/activities.
13. Volunteer recruitment for all events. Maintaining a volunteer list and keeping in communication throughout the year on needs.
14. Create content and manage all social media along with the MATS website.
15. Continuously marketing MATS to increase donations, sponsors, and monetary support. Make a meaningful impact on our programs reputation and growth by leveraging your expertise in event marketing and strategic planning.
16. Stay up-to-date on marketing trends and best practices, and incorporate them into event marketing strategies.
17. Communicate and report to the director daily of all activities and projects you are working on.
18. Create a monthly report for the director containing updates on fundraising, ongoing projects, corporate sponsorships, private donations, church donations, and other promotional and fundraising activities.
19. Make connections with area churches, and civic groups for the director to come speak to them.
20. Set up MATS outreach table at certain functions.
21. Be an ambassador of the Chamber of Commerce and attend meetings on behalf of the MATS agency.
22. Perform other duties as requested, directed, or assigned as it relates to marketing or events.

### MINIMAL REQUIREMENTS:

- Ability to effectively communicate in oral, written, and video form.
- Ability to work independently with initiative and discretion within established guidelines.
- Goal-oriented and able to manage time effectively.
- Ability to create, plan, and execute events.
- Must be able to negotiate, multitask, and problem-solve.
- Creative thinking with a positive, outgoing nature.
- Ability to navigate social media live updates.
- Must be comfortable soliciting funds, sponsorships, services, and goods.
- Must be professional and carry yourself well in the public eye and on social media.
- Must have the ability to maintain your composure during peak times of planning and events

I have read and agree to carry out the above job responsibilities.

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Signature

\_\_\_\_\_  
Date

M.A.T.S., Inc.  
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