

Marketing and Events Officer

Apply Onlinewww.kalfound.org/careers**Application Deadline****Full-Time** (40 hours/week) **Starting Salary Range: \$63,800 - \$76,500** August 23, 2019 12:00 pm (EST)

The Marketing and Events Officer is responsible for brand experience continuity and protection; marketing and events tactic development; media buying and placement; and the creative execution of marketing collateral from start to completion. Collaborates with the Director of Marketing Communications and Communications Officer to develop, implement and ensure the seamless integration and implementation of marketing strategies that accomplish the mission and strategic objectives of the Community Foundation.

The Work

- Marketing/Brand
- Content/Collateral Development
- Media Buy/Sponsorships
- Special Events & Meeting Spaces
- Performs special projects as directed by the Director, Marketing Communications

The Place

- Our employees are highly engaged, passionate about their work, and the work of the Community Foundation
- One of the 101 Best and Brightest West Michigan Companies
- You will have a real opportunity to be involved in making Kalamazoo a place where every person can reach full potential

What You Need to do the Work

- BA degree in marketing, communications, public relations, journalism or related field, or an equivalent combination of training and relevant work experience;
- Experience relating to diverse groups of people and professionals in a variety of fields, such as not-for-profit
- Experience in identifying target audiences and developing and leading across marketing channels that engage, educate and motivate;
- Must be creative, flexible and highly organized and must have strong written and oral communication skills; must have the ability to manage multiple projects simultaneously; and the ability to understand the products, services and mission of the organization
- Proven professional with 5 or more years of experience in one or more of following areas: marketing communications and/or public relations, journalism, project management, and event planning
- Effective and competent in personal abilities to guide and direct others
- Knowledge/understanding of computers including general business software such as Microsoft Office Suite
- Portfolio of applicable marketing work from current or past employment (i.e. marketing campaigns, advertising budget, etc.)

Preferred for the Work

- Experience using Adobe Creative Cloud, Canva or similar graphic design software
- Strong understanding of website analytics tools (i.e. Google Analytics) and setting up Google Adwords
- A sense of aesthetics and a love for great copy and witty communication

What We Offer

- A competitive wage and benefits package
- A team-oriented, performance excellence culture
- Open Workspace