

## **VIRGINIA MENNONITE MISSIONS**

### **Position Description**

Last Updated: 2/2/2023

**Title:** Events and Publicity Coordinator

**Level:** VI

**Supervised by:** Director of Partner Development

**Job Function:** Plan and facilitate effective promotional, fundraising and recruiting events and assist in the publicity of VM Missions' work through a variety of media outlets in order to inspire and equip people to use their gifts in the church's efforts to carry out the Great Commission (Matthew 28:18-20).

**Load:** Up to 60% (24 hours/week)

**Classification:** Non-exempt (hourly)

### **Qualifications:**

- A. Demonstrates an active faith in Jesus Christ, commitment to the church, and passion for God's reconciling mission.
- B. Commitment to VM Missions' Lifestyle Covenant and embrace of VM Missions' vision, mission, values and strategic plan.
- C. Outgoing and relational, yet detail-oriented and administratively competent.
- D. Strong written and verbal communication skills, including public speaking.
- E. Experience in event planning and/or public relations preferred.
- F. Ability to manage multiple projects and relationships.
- G. Beneficial to have knowledge of VM Missions' constituency.
- H. Technology skills for production of publicity materials. Knowledge and skills in the following preferred: Canva, Adobe Photoshop, Microsoft Office (and/or the Google equivalents), email marketing software (Mailchimp or equivalents), and a variety of web and social media platforms.
- I. Experience with photography and short form video creation preferred.
- J. Flexibility in working hours due to occasional evening and weekend events and meetings, as well as travel (up to 2 weeks per year).
- K. Requires a college or professional degree.

|   | <b>Responsibilities</b>       |     | <b>Activities</b>                          |
|---|-------------------------------|-----|--|
| 1 | Event Planning and Management | 1.1 | Serve as a member of the Advancement Team. |

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|   |                           | 1.2 | Work with the Advancement Team to develop strategies and targets for event participation and fundraising goals.  |
|   |                           | 1.3 | Develop highly engaging events and engage appropriate constituencies to participate.   |
|   |                           | 1.4 | Plan, prepare, and host events as primary point person, while inviting and coordinating the involvement of board, staff and mission workers.             |
|   |                           | 1.5 | Recruit volunteers and solicit sponsors to expand capacity for hosting successful events.  |
|   |                           | 1.6 | Manage financial aspects of event planning to ensure that events remain within budgetary allowances and/or yield anticipated income.                     |
|   |                           | 1.7 | Assist with other recruiting, equipping, or fundraising events as invited and able.  |
|   |                           | 1.8 | Alongside the Advancement Team, use Raiser's Edge and other software to develop church outreach plans, materials, and overall communication rhythms.     |
| 2 | Publicity and Fundraising | 2.1 | In consultation with the Advancement Team, maintain and update a vibrant social media presence and create promotional materials and displays for events. |
|   |                           | 2.2 | Write and publicize social media posts and marketing emails featuring the work and events of VMissions.  |
|   |                           | 2.3 | Assist in the production of audiovisual material promoting the work of VMissions.  |
|   |                           | 2.4 | Serve as a member of the Development Team.   |
|   |                           | 2.5 | Manage and update donor and contact data in Raiser's Edge, SendinBlue, and other relevant databases.   |
|   |                           | 2.6 | Assist the Development Team in contacting donors to express thanks for their support.  |
| 3 | General                   | 3.1 | Attend staff meetings, planning meetings and retreats.   |
|   |                           | 3.2 | Perform other duties as needed.  |