

VIRGINIA MENNONITE MISSIONS

Position Description

Last Updated: 10/20/2023

Title: Events and Publicity Coordinator

Level: VI

Supervised by: Director of Partner Development

Job Function: Plan and facilitate effective promotional events, assist in the publicity of VMissions' work, and manage the use of the Mission Training Center, all with a view 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: .6 FTE

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 VMissions' Lifestyle Covenant and embrace of VMissions' 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 VMissions' 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 (Brevo or equivalents), and a variety of web and social media platforms.
- I. Experience with photography and short form video creation is 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. College or professional degree preferred.

	Responsibilities		Activities
1	Event Planning and Management	1.1	Serve as a member of the Advancement Team.

		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 invite all ages from across VMissions' constituencies to participate.
		1.4	Plan, prepare, and host events as the 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	Assist other staff in coordinating events in the "Mission Training Center."
2	Publicity and Development	2.1	In consultation with the Advancement Team, create promotional materials and displays for fundraising and recruiting events.
		2.2	Along with the Advancement Team, maintain and update a vibrant social media presence, featuring the work and events of VMissions with a minimum of three postings per week.
		2.3	Write and publicize marketing emails featuring VMissions events.
		2.4	Assist in the production of audiovisual material promoting the work of VMissions.
		2.5	Serve as a member of the Development Team.
		2.6	Assist the Development Team with thanking donors, reporting any significant donor interactions in Raiser's Edge.
		2.7	Take minutes for the Advancement and Development Team meetings and distribute them to staff in a timely manner.
		2.8	Keep the Development team informed about events.

		2.9	Manage and update donor and contact information in Brevo email management software and in Raiser’s Edge, donor management software.
		2.10	In collaboration with the Communications Manager, maintain and update the VMissions PushPay app.
		2.11	As part of the Advancement Team, use Raiser's Edge and other software to develop and maintain church outreach plans, materials, and overall communication rhythms.
4	General	4.1	Attend staff meetings, planning meetings and retreats.
		4.2	Perform other duties as needed.