Environmental Learning for Kids

Position Description

Job Title: Events & Marketing Coordinator  
Reports To: Director of Marketing & Communications  
Location: Flexible work from home and on-site hybrid schedule; ELK Office, 12680 Albrook Dr. Denver, CO 80239  
Status: Fulltime, Non-Exempt, eligible for overtime (Avg. 40 hrs./wk)

Compensation: This is a full-time position with an hourly rate of ($20.25 – $21.65) plus the benefits described below.

To Apply Please email a cover letter, resume, and three references to Kristina Gray, kgray@elkkids.org. Applications are accepted on a rolling basis. We encourage applications before August 1, 2023, job post will be open until filled.

Background
Environmental Learning for Kids (ELK) is an inclusive non-profit organization that develops inspired and responsible leaders through science education and outdoor experiences for underserved, urban youth ages 5-25 and their families. ELK inspires youth to have high expectations of themselves by exposing them to the outdoors and engaging them in service-learning projects. For many of ELK’s youth it’s their first experience with the outdoors. ELK educates youth through environmental sciences, experiential learning and equitable access embedded in all programs and activities to further students’ understanding and attitudes toward science, nature, their communities, college, and careers. ELK transforms youth by endowing them with increased academic skills, civic and community leadership, environmental stewardship, and employment opportunities.

Job Summary
The Events & Marketing Coordinator assists and works alongside the Director of Marketing & Communications and the Development Director in utilizing strategic marketing strategies to effectively highlight the work and impact of the organization and helping to secure the resources necessary for ELK to achieve its mission of cultivating a diverse community of leaders and environmental stewards by increasing outdoor equity. This position ensures effective implementation of the organizations Marketing Plan through social media and online engagement, targeted campaigns, content creation, etc. in addition to the Development Plan through the support of fundraising events, database maintenance, management of monthly donor program, and direct fundraising asks. Areas of functional expertise include strong content creation skills (preferably, video-specific), a high level of organization and attention to detail, data entry, community engagement and outreach, fundraising, communications, problem solving, and a strong commitment to the values of diversity, equity, and inclusion.

Some evening and weekend work is required in meeting position responsibilities.

Major Duties and Responsibilities
Marketing – 50% of employee’s time

- Supports ELK’s social media and online engagement strategy through the creation and implementation of specialized/fundraising campaigns, ads, contests, etc.
- Assists the Marketing and Communications Director in social media, website, and other marketing maintenance as needed.
- Manages the flyer creation process and is the point of contact for all organizational department flyer needs, with input on new template creation as needed.
- Creates and maintains a comprehensive content library strategy to support ELK’s marketing activities.
- Serve as the lead liaison between marketing and programs; creates and maintains a cohesive process for effectively capturing impactful content.
- Attends at least one hands-on program a month with the intention of capturing photos, videos, and soliciting quotes to be used in time sensitive marketing activities and promotional materials as relevant.
- Serves as the lead for monthly blog creation.
- Leads and manages the creation of monthly internal updates in tandem with the whole team.
- Responsible for keeping inventory of all marketing materials including but not limited to flags, flyers, tents, tablecloths, and any apparel.
- Assists the Marketing & Communications Director in marketing material development and implementation including newsletter and other content development, tracking, and mailing.

Fundraising & Special Events – 40% of employee’s time

- Leads with the support of the Development Director, special events (fundraisers) including planning, implementation, evaluation, and donor stewardship.
- Leads the solicitation process of auction items and in-kind donations as related to fundraising events.
- Serves as lead Development team user of the donor database and files including data entry, tracking, and reporting. Preferably in E-Tapestry, Raisers Edge, Salesforce, or Airtable.
- Maintains donor stewardship process including gift entry, acknowledgement, communications, and reporting.
- Manages Family Tree recurring gift program including goal setting, recruitment, stewardship, and advancement.

Other Duties – 10% of employee’s time

In addition to your regular responsibilities, all staff are expected to participate at some level in organizational priorities including helping in certain program efforts, taking part and leading some administrative and operational processes, and committing to our organizational efforts around equity & inclusivity.

Required Qualifications

Education: Associates degree preferred or equivalent work experience.

Experience: 1+ years of broad experience in marketing, nonprofit development, special events, database maintenance or preferred. Experience with completing projects with minimal oversight. Must have a high attention to detail, flexible work style, be self-motivated, and willing to learn.

CBI/FBI Background check required.
Knowledge, Skills & Abilities:

- Strong photography, videography, graphic design experience a plus.
- Proficient skills in content creation.
- Excellent skills in initiating and building relationships.
- Excellent computer skills in database entry, maintenance, and web-based media.
- Excellent oral, written, presentation, and interpersonal skills.
- Knowledge of standard office practices and procedures.
- Familiarity with social media as it relates to fundraising and best practices.
- Strong interpersonal and communications skills to be able to communicate effectively with a racially diverse groups of people and partners including knowledge and skills in business setting, spelling, punctuation, arithmetic, and vocabulary.
- Excellent organizational, scheduling, multi-tasking, and problem-solving skills. Must be able to anticipate and plan for needed steps to meet deadlines.
- Strong Microsoft Excel experience with spreadsheet design, formatting, and use of functions/formulas.
- High level of professionalism, discretion, and commitment to maintaining confidentiality.
- Ability to develop good team relationships with coworkers, Board, and key stakeholder groups.
- Ability to learn quickly and function effectively in a fast-paced and time-sensitive environment.
- Interest in ELK’s mission and learning more about science and natural resources of Colorado through ELK’s educational programs; enjoy spending some time with children/youth and their families.
- Ability to work in open-concept office environment.
- Bilingual English and Spanish a plus.

Benefits:

- Subsidized medical, dental, vision, insurance for the employee.
- Optional participation in Flexible Spending Account.
- Optional participation in group retirement plan with discretionary match.
- Generous vacation, sick and personal leave.
- Cellphone stipend.
- Professional development opportunities.