



Communications & Events Manager Job Description

General Description of Duties

The Communications and Events Manager for the Verde River Valley Nature Organization (VRVNO) is responsible for the management and coordination of all events for the organization. Additionally, this position is responsible for the development and implementation of marketing and public relations plans, and maintenance of the web site and social media channels. The position also develops sponsorship relationships with local and regional businesses, individuals and organizations interested in supporting VRVNO's events and activities.

Reporting Relationship

The Communications and Events Manager reports to the VRVNO Board of Directors.

Qualifications

Minimum of 2 to 4 years of experience in a paid special events, marketing, or public relations management position. Evidence of successful event planning, sponsorship solicitation, public relations, web management and business development/relationship programs a must. Excellent writing skills desirable. Residency in, or willingness to relocate to, the Verde Valley is required.

Education

A degree from a 4-year college or university required. A 2-year degree with a minimum of 5 years related work experience, preferably in the nonprofit sector, may substitute. Event communication, marketing, and/or public relations experience required.

Job Duties & Responsibilities

- Planning, implementation and follow-up for all events, workshops, and educational programs.
- Cultivate and expand sponsorship development and fulfillment to support VRVNO events and operations.
- Coordinate event logistics, publicity, including public relations, advertising, and collateral material design, production and distribution.
- Responsible for the development and fulfillment of the events and marketing budgets.
- Cultivate and implement a business-based donor development program to support VRVNO events and educational programs.
- Solicit targeted grant funding to support programs and events, and well as conduct membership outreach to raise individual donations to support organization.
- Annually develop and implement marketing plans and materials
- Write, submit and follow up to ensure placement on press releases and stories to established contacts with local and regional media.
- Develop and maintain event and volunteer databases.
- Manage all aspects of volunteer committees, volunteer coordination, including but not limited to recruitment, supervision, training and acknowledgement.
- Maintenance of organizational web site.
- Maintain and broaden social networking to benefit the organization.
- Participate and report at monthly VRVNO Board of Director meetings.

Availability

For 2016/2017, VRVNO's key events include the "I Love the Verde River" Gala Event on November 12, 2016, the Verde River Runoff Kayak & Canoe Race held on March 18, 2017, the Verde Valley Birding and Nature Festival, held from April 25 through May 1, 2017. Candidate *must* be available for the event dates and weeks leading up to the events.

Other Skills & Abilities

The ideal candidate will be career-minded, and energetic, with an interest in building the organization from its current foundations. Candidate must be self-motivated and self-directed, and able to work in a remote office without direct supervision. Familiarity with the conservation, nonprofit world is desirable. The successful candidate must demonstrate an interest and commitment to the mission of the organization.

The position requires computer proficiency, including demonstrated skills in word processing, web site maintenance, social media, and other computer software, including (but not limited to) Microsoft Office (Word, Excel, and PowerPoint) and the ability to learn web design and management computer programs.

Ability to read, analyze and interpret complex documents. Ability to respond effectively to sensitive inquiries or complaints. Ability to write a business letter, an article, and a press release. Comfortable and competent in making presentations to groups.

Ability to hold a valid Arizona driver's license and possess a car that can be used for work purposes.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

While performing the duties of this job, the employee is regularly required to sit, use hands to finger, handle or feel objects, tools or controls, and reach with hands and arms. The employee must occasionally lift and/or move up to 30 pounds. Events and tabling/outreach activities may often take place outdoors, with some exposure to heat/sun, wind, and the elements.

Application

Competitive salary and benefits offered, commensurate with experience. Submit cover letter, resume, writing sample, and two letters of reference via email to:

Verde River Valley Nature Organization
ATTN: Susan Culp, Hiring Committee
sculp@nextwestconsulting.com

Deadline for applications: September 15, 2016

The Verde River Valley Nature Organization is an Equal Opportunity Employer. Visit www.vrvno.org for more information about VRVNO.