

**JOB DESCRIPTION****TITLE:** MARKETING AND COMMUNITY ENGAGEMENT COORDINATOR**REPORTS TO:** Director of Marketing and Community Engagement**CLASSIFICATION:** Full-Time, Non-Exempt

**JOB SUMMARY:** The Marketing and Community Engagement Coordinator will play an essential role within the Marketing and Community Engagement (MarComm) Department. MarComm interacts and fulfills promotional projects for all IFAM departments and serves as the central communications hub for all internal and external audiences. This role will also be primarily responsible for administration of IFAM's volunteer program including recruitment, training, management and supervision of IFAM's volunteer corps to provide supplementary workforce to IFAM activities and programs. Supports the Director of Marketing and Community Engagement as well as Volunteer Leadership Chairs.

**ESSENTIAL FUNCTIONS:** This position assumes responsibility for the following duties:

**A. Marketing and Communications**

- Assists in project management of production and delivery of promotional IFAM marketing collateral, merchandise, and advertisements.
- Manages production and delivery of onsite market materials (signage, banners, name badges, etc.).
- Assists in developing and managing social media campaigns, content development, metrics.
- Creates, edits and revises customer-facing materials, in-house correspondence and artist profiles.
- Assists with all outward facing programs including but not limited to the International Folk Art Market | Santa Fe, IFAM Community Membership Program, Passport to Folk Art Trip Program, Folk Art Matters Lecture Program, and other IFAM activities.
- Help prepare invitations, mailing lists, and other relevant data for mailings for events.

**B. Volunteer Coordination**

- Build strong volunteer engagement between IFAM volunteers, staff, and artists.
- Build schedules and facilitate volunteer registration using Volgistics software.
- Liaise with Volunteer Chairs to help them obtain needed information and respond to inquiries from volunteers using the Volgistics system.
- Manage online volunteer applications, supporting volunteers with team selection and shift assignments
- Match volunteers to appropriate jobs, seeking to fulfill the needs of IFAM as well as the individual and maintain volunteer personnel records noting special skills and interests
- Provide project management for volunteer activities, such as phoning volunteers pre-market
- Oversee distribution of t-shirts and name tags to volunteers
- Coordinate volunteer programs during market including help with oversight, troubleshooting and general volunteer support

**QUALIFICATIONS:**

- Bachelor's degree in Communications and two years' experience as a copywriter, or equivalent experience preferred.
- Experience in creating press releases to coincide with milestones and special events preferred.

- Experience managing and working with volunteers and demonstrated strong interpersonal skills required.
- Experience speaking with and writing about diverse audiences.
- Handling complex administrative tasks and a high-level of detail, such as scheduling and data management and the ability to successfully manage multiple tasks at once
- Competency and fluency with computer technology including Word, Excel, and PowerPoint, donor databases, all social media channels, Adobe Photoshop, Canva, Later, Hootsuite preferred.
- Familiarity with basic coding and programming preferred.
- High degree of proficiency in communicating both verbally and in writing.
- Curiosity and willingness to learn are desired.
- Travel may be required.
- Driver's license is required.

#### CHARACTERISTICS:

- Strong interpersonal skills and the ability to work independently.
- Effective time management and problem solving.
- Detail-oriented, strives for accuracy while balancing the need to meet deadlines.
- Ability to maintain a high level of professionalism at all times.
- Ability to provide stellar customer service when interacting with constituents.
- Maintain Board member, staff, donor, volunteer confidentiality at all times.
- Pro-active and excellent communicator, both verbally and in writing.
- Professional and friendly demeanor; foster teamwork; graceful under pressure

#### SUPERVISORY RESPONSIBILITIES:

- Seasonal oversight of seasonal staff, volunteers, and interns as their activities relate to duties above

#### PHYSICAL DEMANDS:

- Ability to sit and/or stand for sustained periods of time.
- Repetitive motion – substantial movements of the wrists, hands and fingers.
- Close visual acuity to perform an activity such as preparing and analyzing data and figures and viewing a computer terminal.
- Ability to convey and receive detailed or important spoken information to and from others accurately.
- Ability to lift up to 30 pounds occasionally.
- Exposure to both indoor and outdoor environments.

#### WORK ENVIRONMENT/DYNAMICS:

This position takes place in a fast-paced environment, especially during the two months prior to and during the production of International Folk Art Market Santa Fe. The incumbent should be prepared to be on-call during this period and immediately following. Work assignments may change depending upon unforeseen and unpredictable developments including changes in IFAA structure and systems, new technologies and world events. A high degree of personal flexibility is required and expected, as is a high degree of personal integrity and trustworthiness.