



JOB DESCRIPTION

Title: Marketing & Events Coordinator

Reports to: Marketing Manager

Department: Marketing

FLSA Status: Non-Exempt; Full-Time

***This position does not allow for remote capabilities**

***Candidate must be available evenings and weekends as well as independently support event coordination to be considered**

The Marketing & Events Coordinator plays a key role in advancing the mission of the Homeless Empowerment Program (HEP) by increasing community awareness, donor engagement, and event success. This position works with the Marketing Manager and is responsible for helping to coordinate marketing efforts and support planning and execution of fundraising and community events that support HEP's programs and services for individuals and families experiencing homelessness in Pinellas County.

PRINCIPAL JOB DUTIES AND RESPONSIBILITIES:

- Coordinate and implement marketing, special events, community relations, communications, and provide overall support in fundraising efforts.
- Assist the Marketing Manager with planning and executing events, including fundraising, volunteer appreciation, client-focused events (such as Adopt-A-Family Christmas Program and Back-To-School Bash), serving as the primary contact for select events.
- Lead coordination of assigned events from concept to execution by owning event timelines, vendor coordination, and logistics. Develop event timelines, run-of-show documents, and checklists; coordinate vendors (catering, rentals, venues); manage event registration, guest lists, and attendee communications; lead on-site execution including set-up, breakdown, and troubleshooting.
- Create visual and written content aligned with brand voice. Ensure consistent branding and messaging across all marketing materials.
- Assist with material needs, including designing, editing and reordering as needed (rack cards, program flyers, business cards, etc.).
- Assist with email marketing campaigns, website content updates, and support digital advertising efforts.
Assist the Marketing department in increasing public awareness through speaking engagements, community presentations, and HEP campus tours.
- Assist with photography during special events and programs for publications and website.



HOMELESS EMPOWERMENT PROGRAM

- Coordinate donation collections.
- Track and report on marketing metrics, including campaign and event performance (attendance, engagement, and ROI). Provide post-event reports with insights and recommendations.
- Copywriting as needed (annual report, newsletter articles, year-end appeals, testimonials, blog posts, etc.).
- Maintain marketing calendars and project timelines.
- Collaborate with the Development team to align marketing with fundraising goals.
- All other duties assigned by the Marketing Manager.

EDUCATION, KNOWLEDGE, AND SKILLS REQUIRED:

- Bachelor's degree in marketing, communications, public relations, event management, or related field; Equivalent professional experience is acceptable.
- 1-2 years of experience in marketing, communications, or event coordination; Previous non-profit experience preferred.
- Sensitivity to the cultural diversity of clients to successfully work with diverse racial, ethnic, and economic groups.
- Excellent organizational and time-management skills.
- Strong project management skills.
- Ability to manage multiple projects simultaneously with competing deadlines.
- Superior communication skills both written and verbal.
- Ability to work independently as well as a team.
- Proficiency in Microsoft Office 365.
- Must have prior Adobe Creative Suite (InDesign, Photoshop, and Illustrator) and Canva experience.
- Familiarity with email marketing platforms (Mailchimp, Constant Contact, etc.).
- Basic analytic tools (Google Analytics, social insights).
- Ability to adapt quickly in a fast-paced environment.
- Strong graphic design, photography, or video content experience.
- Bilingual a plus but not required for position.

PHYSICAL DEMANDS AND WORKING CONDITIONS:

- The physical environment requires the employee to work both inside and outside in heat, wet/humid, dry/arid conditions for long periods of time.
- Combination of office work and off-site event coordination.
- Position requires sitting, standing, walking, bending, reaching, pulling, etc. as well as extended periods of time on feet.



- Walking and standing on uneven surfaces around HEP campus.
- Ability to lift 50 pounds with ease; Anything over 50 pounds requires a team lift.
- Occasional business travel required for role to support operations.
- Clean, valid FL driver's license.
- Must be able to successfully pass Level 1 background, drug, and alcohol screenings.

The above declarations are not an "all-inclusive" list of duties and responsibilities of the job described, nor are they intended to be such a listing of the skills and abilities required to do the job. They are only to describe the general nature of the job and be a reasonable representation of its activities. HEP is a Drug Free Workplace and Equal Opportunity Employer.

HEP does not discriminate against any class of protected persons covered by applicable law in its hiring and/or advancement opportunities. HEP encourages people of all minority statuses to apply.