

# Mental Health America of Northeast Indiana

## Job Description

**Position Title:** Marketing and Events Coordinator  
**Reports to:** Mission Advancement Manager  
**Status:** Exempt, Full Time

### GENERAL PURPOSE

The Marketing and Events Coordinator will plan, produce, and execute marketing and communications activities including social media, PSA/media, promotions, website, and collateral materials. Coordinator is responsible for developing materials to deliver the organization's messages to the public and the media. Coordinate conferences, special events, fundraisers, and other events.

*Working for MHANI is about joining a culture of openness, collaboration, trust, and the invitation and expectation to have a voice. We strive to continually lead with our values and beliefs that enable everyone at MHANI to develop their potential, bring their full self to the workplace, and engage in a community of diversity and inclusion.*

*This position is contingent upon funding through grants, contracts, and donations.*

### ESSENTIAL DUTIES & RESPONSIBILITIES

#### Marketing and Communications

1. Provide support and assistance in planning, developing, producing, and delivering marketing and communications materials
2. Manage development, production, and distribution of promotional and collateral materials
3. Develop and oversee the communications calendar to ensure timely execution of the program
4. Maintain, update, and use contact management system and other social media to create and send emails, newsletters, etc.
5. Manage and populate all MHANI social media channels, including but not limited to Facebook, Instagram, LinkedIn, and Twitter
6. Participate in budget development and support budget management
7. Use independent judgment to execute marketing and communications plan
8. Prepare written materials including but not limited to newsletters, email blasts, news releases, website content, and event communications
9. Be responsible for ensuring accuracy in information and proofreading
10. Participate in analysis of marketing and communications programs and make recommendations to adjust strategy and tactics to increase effectiveness

#### Events and Programs

1. Conduct research, make site visits, and find resources to help staff make decisions about event possibilities.
2. Coordinate on-site arrangements for all meetings and events : Assist with negotiations for space contracts and book event space, arrange food and beverage, order supplies and audiovisual equipment, as well as help coordinate rental agreements with the agency Controller.
3. Serve as liaison with vendors on event-related matters

4. Plan, produce, and execute marketing efforts related to events
5. Assist with managing on-site production and clean up for events as necessary
6. Prepare nametags, materials, notebooks, packages, gift bags, registration lists, seating cards, etc. for each event under their jurisdiction
7. Assist with preparing budgets and ensure event costs remain in budget
8. Propose new ideas to improve the event planning and implementation process

#### **Administrative/Customer Service and Support:**

1. Answer incoming calls for the office as needed
2. Complete special projects as assigned by the Mission Advancement Manager
3. Other general duties as determined by the Mission Advancement Manager

#### **Other duties**

1. Attend organizational, departmental, and committee meetings as directed.
2. Plan, coordinate arrangements, and prepare for meetings and events as needed.
3. Perform other duties as assigned.

### **QUALIFICATION REQUIREMENTS:**

- Associates Degree essential, Bachelors Degree preferred. Desired course of study: marketing, communications, event planning, or equivalent experience; job experience preferred.
- Willingness to learn various software programs and virtual platforms required to complete the position's tasks, including but not limited to MailChimp, WordPress, and Microsoft Teams.
- Excellent organizational and office skills.
- Proficiency using donor software and MS Office applications.
- Excellent communication skills (written, verbal, and non-verbal) and strong interpersonal skills.
- Demonstrates strong writing and editing skills.
- Communicates clearly and effectively.
- Possesses strong organizational skills, detail-oriented, manages time efficiently.
- Ability to build relationships with donors, sponsors, volunteers, and organizations in order to maximize MHANI exposure.
- Ability to work with minimal supervision, self-motivated, attention to detail, well organized, and dependable.
- Acceptable work ethics, professional conduct and appearance, reflecting MHANI's image and values.
- Must pass a criminal history background check.
- Valid Indiana Driver's License and required minimum insurance coverage.

#### **Supervisory Responsibilities**

This position has no direct staff supervisory responsibilities.

#### **Work Environment**

This job operates in an in-office and remote work environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

**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.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to touch, handle or feel; and reach with hands and arms. The employee must frequently lift and/or move objects up to 10 pounds and occasionally lift and/or move objects up to 25 pounds.

**Position Type and Expected Hours of Work**

This is a full-time position. Days and hours of work are Monday through Friday, varied. Evening and weekend work may be required as job duties demand.

**Travel**

Travel is required to multiple counties in Northern Indiana.

**Other Duties**

- Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.
- Employee signature below constitutes employee's understanding of the requirements, essential functions, and duties of the position.

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Director's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Created 9/2020*