



105 S. 11TH ST. – WEST DES MOINES, IA 50265
PH 515-225-1455

TITLE: MARKETING & EVENT COORDINATOR – PART TIME NON-EXEMPT

(Average of 25-30 hours per week)

POSITION DESCRIPTION:

The successful candidate will be organized, detail-oriented and creative. They will work well individually with little supervision and in a team environment. They will interact professionally and compassionately with our target markets – in person, over the phone, and via e-mail.

Coordinates and helps plan Seniors on the Move (SOM) events, conferences, and travel tours. Works with SOM team to cover onsite presence at events like lunch-n-learns, workshops and Senior Retreat Day. Delegates and communicates tasks as appropriate to other team members.

Acts as group tour leader for a few DayTripper bus tours – and as a back-up tour leader.

Markets memberships, events, and travel through email campaigns, social media, publicity, presentations, and collateral materials. Processes memberships and event registrations as needed.

Manages the Facebook page and makes updates to the website as needed. Creates old school quarterly newsletter and coordinates printing.

Works with Affiliate business members to market their organizations and services on our website and through our events as applicable to their respective membership levels.

Contributes to SOM's strategic goals and manages project costs to achieve targeted ROI.

Reports to Seniors on the Move President, Kimberly Cisna.

REQUIREMENTS:

- Working knowledge of Microsoft Word, PowerPoint and Excel
- Working knowledge of Facebook
- Ability to learn and update CRM system and website
- Ability to learn and work in publishing design software
- Effective Written and Verbal communicator
- Enjoy working with the public – especially older retired adults
- College degree or equivalent experience, drive and/or initiative

BENEFITS:

- Semi-Flexible Schedule
- Dental & Vision Coverage
- Travel Opportunities – both nationally and internationally
- Knowing that you are helping to enhance the quality of life for older adults