

# JOB DESCRIPTION

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**Job Title:** Marketing and Events Coordinator

**Department:** Development

**Classification:** Exempt

**Job Relationship:**

**Position Summary:** Plans, develops, and implements fundraising activities for the Key West FKSPCA location and community. Promotes the organization within the community to ensure a broad base of funding resources. Markets the organization through website, social media, print and advertising sources. Assists the Development Director with data entry and donor database management as well as direct mail creative.

**Revised:** July 2025

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## **Essential Job Functions**

- Plans and oversees all special events and projects and analyzes financial outcomes. Assists Director of Development with Spring Social.
- Assists Development Director as an intricate member of the Royal King & Queen Campaign committee, assisting in all marketing and event help as directed.
- Negotiates prices with vendors on supplies and services for events and seeks pro bono services and materials from new and existing businesses whenever possible.
- Continuously seeks to develop new projects and fundraising concepts to ensure long-term and immediate fundraising for the organization.
- Represents organization at community events, seeking advantageous partnerships with community businesses, vendors and individuals.
- Produces and distributes fundraising print materials such as letters, fliers, banners and posters. Prepares media releases announcing special needs of facility.
- Cooperates with other departments and programs within the organization.
- Seeks opportunities to promote the organization at community events and in the news media.
- Oversees production and distribution of FKSPCA print materials.
- Updates website with fresh content when appropriate or directed by Development or Executive Director.
- Handles all social media posts for the FKSPCA in order to provide timely and relative information for followers.
- Updates RENXT database with donor and gift information.
- Assists Development Director in acknowledgment program.
- Creates and distributes monthly E-newsletter to constituents. This includes gathering content from assigned staff and adding to template.
- Other duties as assigned.

## **Qualifications/Requirements**

### **Knowledge and Skills**

- Knowledge and skill in marketing and advertising strategies, community events, benefits and functions, special event planning and creative writing.
- Ability to function independently, manage multiple projects and meet deadlines. Ability to prepare department budgets and reports.
- Ability to establish and maintain effective working relationship with media, community agencies and businesses.
- Strong interpersonal communication skills.
- Fundraising knowledge including basic fundraising principles and techniques, fundraising regulations, laws and licensing requirements.
- Ability to develop fundraising strategies and stay abreast of new developments in the business community, animal welfare movement and philanthropic sector.
- Knowledge of supervisor and training techniques for volunteers, motivation and decision-making techniques. Skill in teaching and mediating disputes and solving problems.

### **Working Environment / Conditions**

- Regularly sits at a computer station and operates electronic equipment including computers and phones.
- Frequently lifts, carries and positions objects weighing up to 50 pounds when moving supplies and managing special events.
- Typically stands, bends, stoops and crouches while working special events.
- Weekend and evening work as needed.