

Willis Dady Emergency Shelter

Job Title: Marketing & Events Coordinator

Immediate Supervisor: Community Engagement Manager

Agency Overview: Since 1987, Willis Dady Homeless Services has been working to fulfill our mission of *empowering all experiencing homelessness to build futures of self-sufficiency through advocacy, housing, and employment*. Willis Dady offers robust and individualized services through 7 programs to individuals and households experiencing homelessness in Linn County, Iowa. Willis Dady is committed to partnering across sectors/industries to provide the most innovative and comprehensive homeless services in our community.

Position Summary: The Marketing & Events Coordinator will be responsible for creatively expanding Willis Dady's community engagement initiatives through event planning, social media, marketing, media engagement, and other agency communication strategies. This role requires an understanding of social media, graphic design, website design, event planning, basic data analytics, and best practices in marketing and communication strategies for nonprofits.

Successful candidates for this role will be creatively focused, with high attention to detail and initiative, to ensure deadlines and commitments are met and be able to have a flexible schedule as needed to meet agency needs. The position is full time (40- hours per week) starting at \$20.19/hr and a competitive benefits package: 75% of total health premium covered by the agency, dental and vision plans, 3% Simple IRA match, short-term and long-term disability, life insurance, paid time off, personal days, flexible scheduling, and a 30-day paid sabbatical after five years of employment. Willis Dady is a federal student loan forgiveness qualifying agency.

To Apply

Please submit a resume, cover letter, portfolio or design samples, and contact information for three professional references to Sierra Pope, via email at sierra@willisdady.org or via mail at 1247 4th Ave. SE, Cedar Rapids, IA 52403. Interested applicants may also call for more information at: 319-362-7555. Applications are now being accepted until the position is filled.

Requirements

The Marketing & Events Coordinator must be self-driven and motivated to work with people experiencing homelessness and engage with the Cedar Rapids and broader community.

Qualified candidates must have:

- 2-year degree in marketing, communications, and/or non-profit development. Alternatively, 3 years' experience in lieu of a degree.
- Examples of successful social media, public relations, or event-focused marketing success
- Align with agency core values: Support, Stability, and Opportunity: Empowerment: Acceptance & Belonging, Meet People Where They're At: Energy, Enthusiasm, and the Courage to Lead: Acting with Integrity: Community.
- Have no serious misdemeanor or felony convictions for the last 7-years
- Ability to travel throughout Linn County, a valid driver's license, and access to a reliable vehicle. All work-related travel expenses will be reimbursed by Willis Dady.
- Ability to work well independently and with a team. Must have time management skills to make independent decisions about schedule, travel, etc. Must be able to communicate effectively and professionally with all team members.
- Strong verbal and written communication skills.
- Demonstrated openness and respect for all clients regardless of personal differences
- Proficiency in Microsoft Office, Canva, Google products, and social media platforms is required
- Knowledge of best practices in nonprofit marketing, event planning, and communications

Principle Responsibilities and Duties

- **Marketing Campaigns:** Assist in the development and implementation of multi-channel marketing campaigns to promote programs, increase awareness, and engage supporters. Collaborate with the Development Team and Board of Directors Development Committee on public relations, educational campaigns, and fundraising campaigns.
- **Content Creation:** Create and curate engaging graphic, video, and text content for newsletters, blogs, social media, other digital platforms and various print media, ensuring consistent voice and branding across all communications.
- **Website & Social Media Management:** Maintain and update the organization's website and social media accounts, monitor engagement metrics, respond to community inquiries, and collaborate with staff, Board of Directors, and volunteers to identify opportunities to increase reach.
- **Event Planning & Execution:** Coordinate logistics for organization-hosted events including fundraisers, outreach initiatives, and volunteer activities, ensuring successful execution from concept to completion. Act as staff liaison for the Development and Events Committee and manage all event advertising including designing print products.
- **Fundraising Support:** Provide creative support to fundraising campaigns through visual content creation and present and engage to targeted donor groups as requested. Develop written and other design-based communications to communicate fundraising campaigns and support the Development Team in fundraising campaign execution as needed.
- **Team Collaboration & Support:** Work closely with development and leadership teams to fulfill communication strategies in alignment with community engagement, strategic plan, and fundraising goals and represent Willis Dady at various speaking and media engagements as requested. Update the annual communications plan and agency mailing list as needed.

Administrative

- Maintain agency record keeping and all communications in a confidential manner as per agency and program policies
- Become certified in Mental Health First Aid, De-Escalation, and Trauma Informed Care within 90-days of employment. Attend additional trainings as required.
- Represent the agency at community and fundraising events as assigned.
- Demonstrate a positive attitude and professional manner, both in appearance and actions in carrying out job responsibilities.

Other

- Maintain established schedule; inform supervisor and coworkers of absences or tardiness in advance. Any meetings that will be impacted by a change in schedule must be notified and alternative arrangements must be made.
- Attend all staff meetings including a monthly all-staff meeting and community meetings as scheduled and assigned.
- Attend trainings as required and pursue professional and agency development according to agreed-upon goals.
- Adhere to and enforce all agency and program guidelines, policies, and procedure with the ultimate goal of meeting our agency mission, vision, and values.

It is the policy of Willis Dady Emergency Shelter to provide employment without regard to race, color, religion, national origin, sex, age, marital status, disability, sexual orientation, Vietnam era or disabled veteran status. All offers of employment are contingent on a negative report on the State of Iowa Criminal History Records Check and Sex Offender Registry. Willis Dady is an At Will Employer.