



Marketing and Events Coordinator

Organization: Friends of the Riverwalk

Title: Marketing and Events Coordinator

FLSA Status: Full Time – Non-Exempt

Reports to: Executive Director

Location: Tampa, FL, US

Position Summary

The Marketing and Events Coordinator fully supports the Executive Director (ED) in all aspects of organization management for Friends of the Riverwalk, Inc. (FoR). The ideal candidate should be a self-starter who can take on projects with complicated tasks and complete them with minimal supervision. Experience working in a fast-paced environment with a small staff is preferred. A strong work ethic and the ability to meet goals are necessary to be successful.

Organization & Operations

- Manages the Riverwalk Banner Program to include managing banner requests, working with City of Tampa's Special Event Permitting Office, invoicing, banner production, installation and payment processing
- Manages the Riverwalk Cup Program to include ordering, delivery, invoicing, and payment processing
- Manages the Riverwalk Paver Program to include customer correspondence, payment processing, database management, paver vendor relations, proofing pavers, and any other duties related to pavers
- Works directly with Bookkeeper to provide any required financial information and backup documentation
- Manages inventory lists including but not limited to banners, cups and pavers.
- Keeps all files organized and current

Marketing & Website Functions

- Creates relevant content, manages, and maintains social media calendar for all social media accounts
- Promotes all upcoming events through print, digital, and social media
- Creates event marketing materials for all Riverwalk events
- Designs the Tampa Attractions and Riverwalk brochure
- Updates the website regularly with relevant content
- Drafts the bi-monthly newsletter and distributes via social media, e-blast, and website

Board of Directors & Governance

- Attends bi-monthly board meetings
- Handles all board meeting logistics including, but not limited to, venue, food and beverage, and audio/visual needs

Events Planning & Execution

- Supports the ED in planning large, community events including, but not limited to, Tampa Riverfest, Riverwalk Trick or Treat, Downtown Tampa Holiday Lighted Boat Parade, and the Holiday Spectacular
- Under the direction of the ED, solicits sponsorship from local businesses for FoR events
- Coordinates and assists in the execution of FoR events with the City of Tampa, FoR event committee, and with event hosts
- Attends FoR event planning meetings and records/distributes meeting minutes/action item lists from the meetings
- Participates in the event execution during the day and/or evening of event

Administrative & Executive Director Support

- Supports the ED to include scheduling appointments, responding on behalf of ED, communication with internal and external clients and the Board of Directors
- Assists in compiling support documents when needed for grants and applications on behalf of the FoR
- Assists in collection of outstanding invoices owed to FoR
- Attends meeting to represent FoR as assigned by the ED
- Other duties as assigned

Education Requirements and Technical Skills

- Four-year degree in Marketing, Graphic Design, Advertising or similar emphasis
- At least 2 years work experience in a professional office setting
- Ability to communicate clearly and professionally in writing and verbally
- Knowledge of Microsoft Office Software (e.g., Word, Excel, Power Point)
- Knowledge of Adobe graphic design tools (e.g., InDesign, Photoshop, Illustrator, Dreamweaver)
- Knowledge of website design
- Experience in digital marketing and digital media to include social media
- Event planning and volunteer management experience preferred
- Understanding of HTML, CSS and JavaScript a plus
- Search engine optimization experience a plus

Typical Physical Requirements

- Sitting (up to 6 hours per day)
- Standing (up to 6 hours per day) - occasionally
- Walking (up to 6 hours per day) – every other week minimally
- Carrying and/or lifting up to 50 lbs. — occasionally
- Viewing a computer screen for extended periods
- Typing on a computer keyboard
- Ability to travel (car/air) as needed

This document in no way states or implies that these are the only duties to be performed by the employee occupying this position. All applicants are subject to pre-employment drug and background screenings.

Management has the right to revise this job description at any time. The job description is not a contract for employment, and either you or the employer may terminate employment at any time for any reason.