

GOODWILL INDUSTRIES – KNOXVILLE, INC.
JOB DESCRIPTION

Special Events/Marketing Coordinator – JOB # NM 270

DEPARTMENT: Marketing & Development

EMPLOYMENT STATUS: Full Time/ Exempt/Hourly

REGULAR WORK SCHEDULE: 8:00 a.m. – 4:30 p.m. Monday – Friday. May work evenings and/or weekends for Special Events and/or Marketing opportunities.

PURPOSE/OBJECTIVE OF POSITION: Leads the organization's special events and promoting all facets of Goodwill Industries-Knoxville, Inc. throughout its fifteen-county service area

SUPERVISION RECEIVED: Moderate: Works with the President & CEO as needed, but must be able to complete projects on own without daily guidance.

SUPERVISION EXERCISED: Kingston Pike Receptionist and special event volunteers.

MINIMUM EDUCATION REQUIREMENTS: Bachelor of Public Relations, Communication, Marketing and/or related field with 1 year related experience and/or training. Extensive related work experience considered in lieu of degree.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Responsible for all aspects of Special Events for the organization.

- a. Plan, organize, and implement all aspects of events.
- b. Research potential new sponsorships leads reach out to potential contributors.
- c. Grow events in terms of participants, PR reach and net revenue.
- d. Maintain event master timeline and ensure that all deadlines are met.
- e. Provide follow-up to event sponsors, attendees, and other stakeholders as needed, including thank you letters.

Responsible for coordinating the Marketing efforts on behalf of the organization.

- a. Promote GWIK's retail stores, programs, and events to the public throughout our 15-county service delivery area.
- b. Create materials for all departments to ensure consistent brand messaging and image.
- c. Assist with administration of the Crisis Communication Plan for the organization.
- d. Take leadership role in strategically planning the marketing and communication for all departments.
- e. Appropriately track progress vs. goals for the department.
- f. Develop and manage organization's website, as well as any other online presence through the use of community calendars, partnerships, social media, etc.

ANNUAL PERFORMANCE STANDARDS:

POINTS RANGE	STANDARD
0-40	Marketing – Successfully market GWIK's community events, retail stores, programs and services, etc. to directly increase awareness and funds raised each year.
0-40	Special Events – Responsible for all aspects of special event planning to ensure that all events are complete, correct and thoroughly planned to reach the desired goals.
0-20	Promoting Teamwork/Leadership--Supports the administrative staff and all Goodwill policies with all staff and program participants. Provides leadership throughout the entire organization. Fosters goodwill and leadership through example with all staff, program participants and other stakeholders. Maintains a positive demeanor at all times. Open to new ideas or changes.

REQUIRED TECHNICAL SKILLS/ABILITIES: Must have vast knowledge of Microsoft Office Suite, Adobe Creative, and applicable Social Media platforms. Prior experience working with people with disabilities and/or other disadvantages is preferred.

REQUIRED LICENSES, CERTIFICATES, REGISTRATIONS: Must have a valid driver's license and be insurable under the Goodwill Liability Insurance Plan.

ACCESS TO CONFIDENTIAL INFORMATION: Has access to some confidential information through participate story research. Moderate level of access to confidential records.

HANDLE ORGANIZATIONAL FUNDS: Handles funds generated by special events and/or special projects.

LANGUAGE SKILLS REQUIRED: Level 4

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or government regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from managers, clients, customers, and the general public.

MATHEMATICAL SKILLS REQUIRED: Level 4

Ability to work with mathematical concepts such as the probability and statistical inference. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical solutions.

REASONING ABILITY REQUIRED: Level 4

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, or schedule form.

PHYSICAL DEMANDS:

This is a LIGHT position (exert up to 20 lbs. of force occasionally, and/or up to 10 lbs. of force frequently, and/or a negligible amount of force constantly to move objects. Physical demands are in excess of those of sedentary work. Light work usually requires walking or standing to a significant degree).

AMOUNT OF TIME IN JOB

	None	Occasionally	Frequently	Constantly
Standing	_____	_____	<u> X </u>	_____
Walking	_____	_____	<u> X </u>	_____
Sitting	_____	_____	<u> X </u>	_____
Using hands to feel or handle	_____	_____	<u> X </u>	_____
Reaching with hands and arms	_____	_____	<u> X </u>	_____
Climbing or balancing	_____	<u> X </u>	_____	_____
Stooping, kneeling, crouching, or crawling	_____	_____	<u> X </u>	_____
Twisting, bending, and turning	_____	_____	<u> X </u>	_____

VISUAL REQUIREMENTS:

None

ENVIRONMENTAL CONDITIONS:

None

NOISE LEVEL IN WORK ENVIRONMENT:

Moderate

OTHER SPECIAL REQUIREMENTS:

Must be able to pass a DMV check and a pre-employment security check (as applicable) and comply with the GWIK Drug/Alcohol Free Workplace Policy.