

**POSITION TITLE:** Marketing and Events Assistant  
**REPORTS TO:** Assistant Director  
**DEPARTMENT:** Operations  
**HOURS:** 40 hours/week; generally, 8:30 a.m. – 5:00 p.m.  
**EMPLOYMENT STATUS:** Full-time, Non-exempt, Benefits Eligible

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### **POSITION SUMMARY**

The Marketing and Events Assistant, under the general direction of the Assistant Director, is responsible for the marketing and promotion of IVAT, its mission, and events, as well as assisting with event planning related to international summits and professional trainings. The Marketing and Events Assistant will design and implement marketing strategies, with senior management, to build brand awareness and support organizational fundraising and revenue goals.

The successful candidate will exhibit the highest professional standards and ethical principles and will be committed to the tenets of IVAT's Mission and Vision. This candidate will be articulate, detail oriented, and well organized. Qualified candidates must possess a solutions-oriented work ethic and the confidence to handle fluctuating priorities.

IVAT's mission is to improve the quality of life for individuals on local, national and international levels by sharing and disseminating vital information, improving collaborations and networking, conducting research and trainings, assisting with direct professional services, program evaluation, and consulting to promote violence-free living.

### **ESSENTIAL FUNCTIONS, DUTIES AND RESPONSIBILITIES**

1. Responsible for event planning and onsite logistics for events and activities related to two annual, international summits—in San Diego and Hawai'i—and various professional trainings held throughout the year.
2. In coordination with the Assistant Director and summit staff, organize facility logistics and vendors, including catering and audio/visual, and contract exhibitors for annual summits.
3. Support coordination and promotion of each training event, including developing and updating files and records, generating reports, and writing and disseminating press releases.
4. As required, prepare accurate monthly and/or weekly status reports regarding progress of projects.
5. In coordination with the Assistant Director and senior management team, develop and execute appropriate strategic marketing plan for all events and activities pertaining to IVAT's departments.
6. Prepare appropriate marketing and promotional materials, including brochures, flyers, and related informational literature, for graphic designer and printer.
7. Assist Assistant Director and Chief Executive Officer as needed in fundraising activities.
8. Assist with website updates, email campaigns, social media posts, and coordinate editorial calendar.
9. Act as a spokesperson for IVAT, and may be involved with television, radio, and/or other outlets or public events to promote the organization, its events, and its mission.
10. Working with the Assistant Director and CEO, create and implement an annual marketing and outreach plan.

11. Develop and manage relationships with external partners, including advertising agencies, graphic designers, copy writers, and printers.
12. Glean story ideas and photos from staff and events to create newsletter articles, blog posts, and social media posts.
13. Recruit exhibitors for annual Summits; maintain partnerships throughout the year.
14. Work with other Summit staff in the recruitment and coordination of Summit volunteers; maintain volunteer records and communication with volunteers throughout the year.
15. Maintain relationships with collaborative partners and cultivate new ones; create and update collaborator database; and, update forms and information on the website.
16. Identify media relations opportunities and assist with the development of related media advisories and/or press releases.
17. Attend relevant community meetings and events to increase IVAT's visibility and develop relationships with organizations with which we might partner on programs or to seek collaborative funding.
18. Coordinate members of Summit Planning Committees in subcommittees related to collaboration, outreach and publicity.
19. Other relevant duties as assigned.

## POSITION REQUIREMENTS

- Education:** Bachelor Degree in Marketing, Mental Health, Social Work, Business, or related field.
- Experience:**
- Three-plus years of progressively more responsible experience in the marketing, public relations, outreach, or communications field. Non-profit experience preferred.
  - Event or conference planning and coordination experience required.
- Skills, Knowledge and Abilities:**
- Working knowledge of marketing of events and activities.
  - Working knowledge of event planning.
  - Experience designing and implementing social media campaigns.
  - Ability to effectively interface with the public and within an organization at all professional levels, as well as with outside clients, partners, and vendors.
  - Ability to effectively communicate and accurately articulate information verbally, in writing and electronically.
  - Ability to successfully work individually and collaboratively as a team member.
  - Ability to initiate tasks and projects.
  - Manage multiple tasks and projects with attention to details, maintain a productive workload, prioritize tasks, and follow supervisor's instructions
  - Ability to manage highly confidential documents and information.
  - Knowledgeable in the areas of violence, abuse, or trauma a plus.

**Technology Skills:**

- Proficiency in Microsoft Office applications.
- Proficiency in Creative Cloud including InDesign, Photoshop, and Adobe Illustrator.

**Other Requirements:**

- Maintain a professional appearance and demeanor.
- Valid California driver license at time of hire.
- Employment contingent on a successful background check.
- Sensitivity to cultural diversity and ability to communicate and interact effectively with people of all ages and diverse backgrounds.
- Proven ability to work effectively as a team player.
- Highly motivated, focused, and results oriented.
- Ability to exercise discretion and tact in all interpersonal contacts, and to maintain confidentiality at all times.
- Ability to maintain composure under high stress conditions.
- Ability to be optimistic, positive, and supportive in all interactions with others.
- High level of accuracy and attention to detail.

*Anti-Discrimination Policy*

The Institute on Violence, Abuse & Trauma prohibits discrimination in employment and in its educational programs and activities, including admission or access thereto, on the basis of race, national origin, color, creed, religion, ancestry, citizenship, sex, age, marital status, disability, medical condition, pregnancy, physical or mental disability, genetic information, veteran status, marital status, sexual orientation, gender, gender identity, gender expression, caregiver status or any other characteristic protected by federal, state or local laws, or on the basis of any perception that an applicant or employee has any of these characteristics, or on the basis that an applicant or employee is associated with someone who has or is perceived to have these characteristics.

The Institute on Violence, Abuse & Trauma is an Equal Opportunity Employer, committed to ensuring a high quality of education through the diversity of the IVAT community and the curriculum. Women, people of color, people with disabilities and people from other underrepresented groups are encouraged to apply, as we actively seek to increase diversity at all levels.

The Institute on Violence, Abuse & Trauma will conduct its programs, services and activities consistent with applicable federal, state and local laws, regulations and orders.

This policy is governed by Titles VI and VII of the Civil Rights Act of 1964, the Civil Rights Act of 1991, Title IX of the Education Amendments Act of 1972, Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, the Age Discrimination Act of 1975, the regulations implementing these statutes, and applicable federal and California law.