



## **GENERATION ALIVE**

### **Marketing & Events Director**

#### **POSITION OVERVIEW**

Working directly under Generation Alive's CEO, the Marketing & Events Director will advance the mission of empowering the rising generation of youth by managing all of Generation Alive's marketing and communications efforts, effectively telling our story, and overseeing the planning and implementation of fundraising and engagement events. This position will serve as a critical piece of Generation Alive's development team.

#### **ROLES & RESPONSIBILITIES**

##### **Marketing & Communications**

- Tell the Generation Alive story in all formats: video, print, social media, email, etc.
- Drive Generation Alive's social media engagement.
- Generate and coordinate content for high-quality print and digital materials.
- Ensure consistent messaging for the organization.
- Manage the messaging and content on the Generation Alive website.
- Build a system to maintain a "story bank" of relevant content and statistics for communication materials.
- Manage the storage & organization of photos & videos.
- Work with design and communications consultants and agencies.
- Report monthly on communications analytics.
- Review communications materials generated by other staff members
- Create annual Marketing & Communications plan annually.

##### **Events**

- Serve as the primary point person for the planning & implementation of Generation Alive's key fundraising & donor engagement events.
- Leverage Project Management Software (i.e. Asana) to manage key tasks and responsibilities for events.
- Work alongside the CEO & CED in the cultivation of corporate event sponsors for fundraising events.
- Ensure effective follow up after each event.
- Serve a key support for Program events.

##### **Donor Engagement**

- Serve as a regular part of development/fundraising team, helping Generation Alive continue to refine and grow its development strategy.
- Help the Development team in implementing effective follow up and acknowledgement of donations.
- Regularly use our donor database, Kindful, in order to maximize its effectiveness.

##### **Staff Involvement**

- Be an engaged and value-driven staff member of Generation Alive.
- Consistently seek to get better as a leader.

**REQUIREMENTS, SKILLS & ABILITIES:**

- Commitment to supporting Generation Alive's Christian values and Code of Ethics; willingness to work in a setting that demonstrates these on a daily basis.
- A passion for the work of Generation Alive and commitment to the mission of empowering the next generation.
- Bachelor's Degree or equivalent experience
- 2+ years of marketing experience, including social media engagement, email marketing, copy writing, and strategic communication.
- Demonstrates graphic design skills and technological savviness.
- Experience in planning, organizing, and facilitating both large & small events.
- Evidence of clear organizational and administrative skills.
- Ability to work with minimal supervision and solve problems independently.
- Desire to work as a member of our Generation Alive team and develop thriving working relationships with staff, interns, volunteers, and donors.
- High level of energy, integrity, and a sense of humor.

**COMPENSATION**

Annually: \$40,000-\$50,000

Benefits: Medical, Dental, Vision

PTO: 120 hours per year plus sick leave

Status: Full-Time, Exempt

Supervisor: Chief Executive Officer

To Apply:

- Send resume to [employment@generationalive.org](mailto:employment@generationalive.org)
- Submit application at: <https://forms.gle/eHPDR3uwfADWuQFWA>