



Smart Kids, Inc.

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www.smartkidsinc.org

Job Title: Community Event Coordinator / Digital Media Coordinator

Location: Bridgeton, MO

Reports to: Executive Director

Status: Part-time

Salary: \$40,000 - \$47,000

Start Date: Until Filled

Job Summary:

The **Community Event Coordinator / Digital Media Coordinator** plays a dual role in planning, organizing, and executing community events, while also managing the nonprofit's digital presence to drive engagement and support for our mission. This position requires a dynamic, creative individual who is skilled in both event planning and digital marketing, with a passion for education and community engagement. The ideal candidate will have experience in both event management and digital content creation, and be able to leverage digital tools to extend the reach of our nonprofit's events, programs, and services.

Key Responsibilities:

Community Event Coordination (50%):

- **Event Planning & Execution:** Plan and execute community events, workshops, fundraisers, educational outreach programs, and special activities. This includes coordinating logistics, managing vendors, securing venues, creating event timelines, and ensuring the smooth execution of events.
- **Community Outreach & Engagement:** Build and maintain relationships with community organizations, volunteers, sponsors, and partners to promote and support events. Cultivate a strong network within the local community to encourage participation and support for nonprofit initiatives.
- **Event Promotion & Marketing:** Develop promotional materials, coordinate event registration, and promote events through various channels (e.g., email, social media, local partnerships).
- **Volunteer Coordination:** Recruit, train, and manage volunteers for events and other community engagement activities, ensuring that they are prepared and motivated to support the event's success.
- **Budgeting & Reporting:** Assist with event budgeting and track expenses to ensure events stay within budget. Post-event, provide detailed reports on event performance, including attendance, engagement metrics, and participant feedback.

Digital Media Coordination (50%):

- **Social Media Management:** Manage and grow the organization's presence on social media platforms (Facebook, Twitter, Instagram, LinkedIn, etc.) by posting regular updates, engaging with followers, and promoting upcoming events and programs.

- **Content Creation & Design:** Develop and create digital content (graphic design, video, photography, etc.) to support both community events and general organizational marketing efforts. Ensure content is consistent with the organization's brand voice and mission.
- **Website & Email Marketing:** Assist in maintaining and updating the organization's website and help with email campaigns, ensuring all event-related content is accurate and timely.
- **Analytics & Reporting:** Track social media engagement, website traffic, and email campaign performance, and provide reports on the effectiveness of digital strategies. Use data to improve future campaigns and digital content.
- **Digital Strategy Development:** Work with the executive team to develop and implement digital strategies for community engagement, advocacy, and donor relations.

Qualifications:

- **Education:** Bachelor's degree in Marketing, Communications, Event Planning, Nonprofit Management, or a related field (or equivalent experience).
- **Experience:**
 - 2-3 years of experience in event planning, community outreach, or nonprofit work.
 - Proven experience in digital marketing, including social media management, content creation, and email marketing.
 - Experience with event management software (e.g., Eventbrite, Cvent) and digital marketing tools (e.g., Hootsuite, Mailchimp, Canva, Google Analytics).
- **Skills:**
 - Strong organizational and multitasking skills with the ability to manage multiple projects simultaneously.
 - Excellent written and verbal communication skills.
 - Proficient in graphic design and video editing tools (e.g., Adobe Creative Suite, Canva, etc.).
 - Ability to work independently and as part of a team in a fast-paced, dynamic environment.
 - Passion for education, community engagement, and nonprofit work.
- **Personal Attributes:**
 - Creative, proactive, and solutions-oriented.
 - Ability to interact and build relationships with a wide range of people, including community members, sponsors, volunteers, and staff.
 - Strong attention to detail and ability to meet deadlines.

Additional Information:

- **Work Environment:** This is a hybrid position with some in-office and remote work opportunities, depending on event schedules and digital media needs.
- **Physical Demands:** Ability to attend and coordinate events, which may require standing for extended periods and lifting up to [specific weight] for event setup.
- **Travel:** Occasional travel within the local community for events and meetings may be required.

To Apply:

Interested candidates should submit a resume and brief cover letter explaining their interest in the position and experience working with children to info@smartkidsinc.org. Please include "Camp Counselor Application" in the subject line. In your cover letter, please include why you are passionate about working

with students and how your skills can contribute to our mission. Please fill out an employment application at www.smartkidsinc.org/employment .

Smart Kids, Inc. is an Equal Opportunity Employer and encourages individuals of all backgrounds to apply. We are committed to creating an inclusive environment and ensuring equal opportunities for all.