



## ELKTON COMMUNITY EDUCATION CENTER

Butterfly Pavilion ☀ Fort Umpqua ☀ Native Plants

### JOB DESCRIPTION

#### Event & Marketing Coordinator

The Event & Marketing Coordinator oversees special events, marketing and site rentals for the Elkton Community Education Center (ECEC). This is an hourly, paid, non-exempt position reporting to the Executive Director. The position averages 20 hours per week with seasonal variations based on the event schedule.

ECEC is a dynamic, fast-paced environment, especially during the summer tourist season. We provide job training for local high school students, attract more than 4000 visitors a year and engage volunteers in all aspects of our organization.

#### Responsibilities

- Serve as lead organizer for four annual events (Blooms & Butterflies, Fort Umpqua Days, Oktoberfest, Art & Wine Tour). Confirm dates, track expenses, secure sponsors and donations, oversee ticket sales, recruit volunteers, train student assistants and ensure staff are fully informed and engaged.
- Support development of a new bluegrass festival. Evaluate existing events and develop new strategies / events as needed.
- Assist with marketing for workshops, plant sales, volunteer workdays, community dinners, group tours and similar activities coordinated by other staff and volunteers.
- Design print materials, oversee social media, produce monthly e-newsletter and update website. Generate media coverage and paid ads; serve as media contact as needed.
- Promote ECEC as a rental site for weddings, events and meetings. Serve as primary contact for all weddings and larger site rentals. Collaborate with Operations Manager on other site rentals. Update site rental forms as needed and maintain rental records.
- Develop and implement an annual marketing plan with the Executive Director.
- Establish and document best practices for organizing events. Orient other staff and volunteers, creating a culture of continuous learning.
- Maintain digital photo library, media coverage files and event supply inventory.
- May include assisting with the design of fundraising campaign materials.

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15850 Highway 38 West ☀ PO Box 684 ☀ Elkton, OR 97436 ☀ 541-584-2692

☀ [info@elktonbutterflies.com](mailto:info@elktonbutterflies.com) ☀ [www.elktonbutterflies.com](http://www.elktonbutterflies.com) ☀

501(c)(3) EIN# 93-1268069

## Qualifications

- Commitment to ECEC's mission and the Elkton community.
- Ability to work effectively in collaboration with diverse groups of people.
- Excellent customer service and time management skills.
- Intermediate knowledge of Microsoft Word, Excel, Power Point, Gmail and Google Apps.
- Experience with social media (Facebook and Instagram), website design (WordPress), graphic design software (Canva), Point of Sale systems (we use Square), and similar programs, or willingness to learn.
- Preference will be given to individuals that have demonstrable experience in event coordination, volunteer management and/or marketing. Training is available for applicants that have transferable skills but limited experience.
- The ideal person will be motivated and have passion, integrity, and a positive attitude.

*ECEC is an Equal Opportunity Employer.*

*January, 2023*

**TO APPLY:** Please submit a resume and a cover letter describing your interest in ECEC and this position by **February 14, 2023**. Early applications appreciated. Position will stay open until filled.

Email: [info@elktonbutterflies.com](mailto:info@elktonbutterflies.com)

Mail: PO Box 684, Elkton OR 97436

Drop off: 15850 Highway 38, Elkton OR, 97436

(No mail to this address; OK to leave in gift shop donation box after hours)