



Events and Marketing Coordinator Position Description

Organization Description:

Founded in 1988, the National Eczema Association (NEA) is dedicated to improving the health and quality of life for individuals with eczema through research, support, and education. NEA is a 501(c)3 nonprofit organization governed by a Board of Directors and guided by a Scientific Advisory Committee comprised of top U.S. medical professionals in the field. NEA conducts a variety of programs to achieve its mission, including patient conferences, fundraising walks, Eczema Awareness Month, nationwide support groups, print and online communications, research grant program and a variety of advocacy initiatives. Headquartered in San Rafael, CA, the organization is experiencing unprecedented growth and is poised to usher in a new era of care and advocacy for the eczema community. Candidates need to be versatile and flexible. For more information, please visit nationaleczema.org.

Job Summary:

Reporting to the the Associate Director of Marketing and Communications, the Events and Marketing Coordinator is responsible for supporting and implementing marketing/communication strategies and plans that promote, enhance, and protect NEA's brand and contribute to its annual revenue and program goals. This is currently a 2-person department with agency and contractor resources.

The Events and Marketing Coordinator will work collaboratively with NEA's team on a variety of strategic initiatives. He/she will also work with external vendors, and technical teams (such as a PR agency, a web team, etc.).

Primary Responsibilities:

- Coordinate and manage NEA events (Leaders in Eczema Day Long Forums, Patient Conference, Itching for a Cure Walk, house parties, and other NEA events) including:
 - Event registration and processing
 - Event communications including social media promotions and email campaign
 - On-site contact, set-up, and tear-down
 - Agenda and speaker support
 - Volunteer recruitment and management
 - Info tables and sponsor tables coordination
- Coordinate and manage NEA marketing campaigns including:
 - Email campaigns
 - Facebook and other social media campaigns
 - Direct mail and email development campaigns and relevant communication assets
- Manage event-specific websites
- Coordinate social media outreach: Develop and manage templates with graphic designer, manage vendors, manage push-out and tracking, create content for Facebook
- Coordinate and support content generation, production, vendors, and distribution of:
 - *Eczema Matters* magazine
 - *Eczema Matters* monthly electronic newsletter
 - Annual Report

- Surveys
- Patient education brochures
- New communications and fundraising assets
- Fundraising appeals
- Corporate partner programs
- Event communications
- Managing sponsor deliverables, including kit production
- Support NEA Ambassador program
- Manage front end updates to the NEA website
- Develop and track communication and event metrics on a quarterly basis
- Support online strategies and content that engage NEA's varied audiences to take to measurable action.

Qualifications:

NEA is seeking an Events and Marketing Coordinator with 3 years of experience implementing events and marketing communications. Experience covering areas such as website content, newsletters, advocacy, and donor communications is preferred. The ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels is critical, particularly in the area of social media.

- Experience managing events and coordinating projects
- Experience managing promotional campaigns using various communications platforms (Facebook, Twitter, and Instagram preferred)
- Excellent verbal and written communication skills
- Detail-oriented and deadline-driven
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters.
- Ability to function at a high level and balance competing priorities in a fast-paced organization
- Experience with Salesforce, Pardot, and Basecamp a plus
- Strong knowledge of Microsoft Office Suite, social media and Facebook platforms
- Ability to travel and work weekend events
- Ability to lift and move boxes of NEA materials as needed

The National Eczema Association offers an attractive benefits package to the qualified candidate:

- Competitive salary, dependent on experience
- Medical and dental benefits
- Life Insurance
- Employer paid pension plan
- Employee optional 401K plan
- Optional Flexible Spending Plan
- Other standard organization benefits

Application Instructions:

Interested applicants should submit their resume and cover letter. Please include in the cover letter an explanation of why you believe you are a fit for this position and examples of work, such as writing samples, collateral pieces, and other communications items highlighting past work. Submissions without the requested information will not be considered.

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 Mail: National Eczema Association
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Position Open Until Filled.
This is an in-office, full-time (40 hours/week) position.
NEA is an Equal Opportunity Employer.