



EFFECTIVE 8/2022

SALARY RANGE \$30 - \$35 HR

POSITION TITLE MARKETING AND EVENT SPECIALIST

FT/PT 30 HOURS

SUPERVISOR TITLE EXECUTIVE DIRECTOR

CLASSIFICATION NON-EXEMPT

MISSION

The Napa Valley Vine Trail Coalition is a grass-roots nonprofit with a vision to build a walking/biking trail system to connect the entire Napa Valley--physically, artistically, and culturally. We are working to design, fund, construct, and maintain 47 safe and scenic miles of level, paved, family-friendly, pet-friendly, free-access Class I trail, stretching from the Vallejo Ferry to Calistoga.

SUMMARY:

Under general supervision of the Executive Director, the Marketing and Event Specialist is responsible for duties associated with supporting Finance Manager and Marketing - Development Manager in the fundraising, program and marketing efforts. The Marketing and Development Coordinator will organize logistics for events, 3rd party events, motivating volunteers, coordinating event administration, data management, and meetings. They will also control inventory/implementation of marketing, presentation, or fundraising materials, and preparing financial or operations reports.

ESSENTIAL FUNCTIONS:

Financial Responsibilities

Help the NVVTC maintain the trust of our volunteers, donors, and the public at large by ensuring adherence to accounting guidelines and processes regarding donation processing.

- Research customer discrepancies as directed by the Finance and Marketing-Development Manager(s)
- Comply with NVVTC Cash Handling and PCI Procedures for checks, cash, and credit card transactions

Process, Monitor and Report on Event Data

Data is central to the success of the organization this position has the important responsibility of entering, maintaining, and reporting on critical data including donor information, donor payments, event, and prospect details.

- General data entry in data management for event systems and generating reports as needed
- Processing all event related data, ensuring accurate record-keeping and monthly reconciliations and correctly irregularities
- Use systems to maintain regular communication with volunteers throughout the event cycle
- Train volunteers and serve as the go-to event systems lead

Event Logistics (Virtual and In-Person)

Whether planning a donor reception or a virtual experience, the Marketing-Development Coordinator is responsible for helping to plan and execute a variety of events which will appeal to both current and potential donors.

- Coordinating event content, marketing calendar and event timeline
- Preparing presentations, correspondence and documentation in a timely manner including meeting minutes
- Creating event communications such as save the date cards, invitations, e-blasts, event programs, and other marketing materials as needed in coordination with marketing and communications professionals.
- Acting as a point of contact for vendors, supporters, sponsors, volunteers, and attendees
- Attending in person events to help with set up, execution and tear down
- Recruiting, scheduling, and training volunteers to assist with projects and events to ensure a positive experience.

Support Services

The Marketing-Development Coordinator is a key element in supporting a cohesive, efficient, and productive workplace.

- Meeting weekly with directors and volunteers to maintain open lines of communication to ensure objectives are achieved.
- Maintaining a high level of service by responding to customer inquiries both internally and externally in a knowledgeable and timely manner
- Assisting in the coordination and execution of leadership and board meetings including landowners, arts culture and education (ACE) and marketing committees

Qualifications

- High School Diploma/GED, Bachelor's Degree (or equivalent combination of education and experience) preferred.
- 1+ years of prior administrative support experience; broad knowledge and understanding of event management.
- Excellent attention to detail, organization of workflow and calendars, verbal, and non-verbal communication with highly effective organizational and time management skills.
- Ability to prioritize and develop solutions for effective decision making.
- Ability to work independently, prioritize and handle multiple tasks.
- Ability to work in a team environment and interact with all levels of staff, volunteers and the general public.
- Proficient with all Microsoft Office applications (Word, Excel, PowerPoint, Publisher, Outlook)
- Ability and willingness to travel periodically throughout assigned geographical territory.
- Ability to lift 30 lbs and willingness to drive rental truck.

Preferred Qualifications, not mandatory to qualify:

- Nonprofit experience
- Project management experience
- Social Media experience
- Knowledge of email marketing basics
- Experience using Tableau reports

CORE COMPETENCIES – Non-Manager

Judgment/Decision Making: Demonstrates consistent logic, rationality, and objectivity in decision making. Achieves balance between quick decisiveness and slower, more thorough approaches, i.e., is neither indecisive nor a hip-shooter. Shows common sense. Anticipates consequences of decisions.

Communication – Oral: Communicates effectively one to one, in small groups and in public speaking contexts. Demonstrates fluency, “quickness on one’s feet,” clarify organization of thought processes, and command of the language. Easily articulates vision and standards. Keeps people informed.

Organization/Planning: Plans, organizes, schedules, and budgets in an efficient, productive manner. Focuses on key priorities. Effectively juggles multiple projects. Anticipates reasonable contingencies. Pays appropriate attention to detail. Manages personal time well.

Business Literacy: Understands and absorbs new information. Stays current with developments in our field. Expects others to stay current with developments in the field. Frequently shares new knowledge with others. Integrates new information to enhance existing models or create new ones. Helps others translate new information into practical application in our area.

Customer Focus: Regularly monitors customer satisfaction. Meets internal and external customer needs in ways that provide satisfaction and excellent results. Establishes “partner” relationships. Regarded as visible and accessible by customers.

Integrity: “Ironclad.” Does not cut corners, ethically. Remains consistent in terms of what one says and does and in terms of behavior toward others. Earns trust of coworkers. Maintains confidences. Puts organization’s interests above self. Does what is right, not what is politically expedient. “Fights fair.” Intellectually honest; does not “play games” with facts to win a point.

Initiative: Seeks out and seizes opportunities, goes beyond the “call of duty,” finds ways to surmount barriers. Resourceful action-oriented “doer,” achieving results despite lack of resources. Re-stimulates languishing projects. Shows bias for action (“do it now”).

Collaboration/Teamwork: Cooperates with staff at all levels of the organization. Willingly reaches out to staff, volunteers and customers to proactively share information, knowledge, expertise, and time with others to achieve common goals. Enthusiastically supports the common goals and mission of the organization. Shares credit.

OTHER DUTIES

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time at the sole discretion of the Organization.

Interested candidates please submit resume and cover letter to

Shawn Casey-White,
Executive Director

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