



2500 MONTGOMERY STREET
SUITE 6 & 7
LOUISVILLE, KY 40212
TELE: (502) 561-5422
WWW.WORLDKENTUCKY.ORG

Position Description

Job Title: Marketing, Communications and Events Coordinator
Program: Across programs
Positions Type: Hourly to start; 30 hrs/week, \$13/hr
Supervisor: Executive Director

Position Summary

The Marketing, Communications and Events Coordinator will coordinate the implementation of communications and marketing efforts across all programs of the organization. The Coordinator will take the lead on event logistics, maintain accurate donor/member management database, and manage the design and brand consistency of communication across platforms, including website, social media and print.

Role: Marketing, Communications and Events Coordinator

- Write, submit and follow-up to ensure placement on press releases and stories to established contacts with local and regional media
- Coordinate and maintain all graphic design/key documents including one-pagers, annual reports, posters, signage, flyers and brochures
- Create communication campaigns that connect and engage the public
- Coordinate website and social media updates, design and content
- Cultivate and expand membership development and fulfillment
- Actively participate on committees as necessary and appropriate
- Plan, implement and follow-up for all special events
- Coordinate event logistics, publicity, including public relations, advertising and collateral material design, production and distribution
- Supervise and coordinate with event contractors
- Assist the Executive Director and board committees in other fundraising programs as necessary

Key Competencies

Skills

- Excellent writing skills, including attention to spelling and grammar
- Excellent time management with strong attention to details
- Comfortable with website management
- Familiarity with a variety of online marketing, social media and donor management tools, such as Mailchimp, Facebook, Twitter, Instagram, or comparable platforms
- Excellent verbal communication and emotional intelligence
- Strong people and partnership development skills
- Excellent organizational and problem-solving skills
- Concise reporting skills

Experience and Attributes

- Bachelor's degree, or two-year Associate Degree with at least two years' professional work experience
- Entrepreneurial and with initiative to help identify and develop new opportunities
- Capacity to be flexible and undertake the range of duties efficiently in a variety of contexts and times
- Empathy when dealing with people from diverse cultural, linguistic, religious and socioeconomic backgrounds
- Flexibility to work during off hours for events as scheduled
- Driver's license & own car for regular errands and meetings

About the WAC:

The World Affairs Council of Kentucky & Southern Indiana (WAC) is a non-profit member-based organization whose mission is to promote cross-cultural awareness, education and tolerance through nonpartisan and quality programming on current international issues for the state of Kentucky and Southern Indiana. As a member of the World Affairs Councils of America, the WAC seeks to engage diplomats and experts across diverse fields to inform, stimulate and connect our community to the most pressing international issues of the day and prospects for the future. Through our Speaker Series, International Visitor Exchange programs, Education and other Special Events, WAC offer our community the chance to hear directly from prominent world leaders and experts on a variety of global concerns.

If interested, please send resume to xy.zhao@worldkentucky.org.