Job Title:	Communications and Events Coordinator
Reports To:	Supervisor of Development and Communications
Work Schedule:	Full-Time
Level/Salary Range:	$40,000 - $45,000

Job Description

SUMMARY

The Communications and Events Coordinator is responsible for managing the organization's brand, marketing, and communications efforts, as well as coordinating fundraising events. This role develops and implements communication strategies that enhance community awareness, engagement, and support for Calm Waters, including digital communications, website, social media, media relations, and promotional materials.

The Communications and Events Coordinator plans and executes fundraising events in collaboration with internal teams and external partners, ensuring effective promotion, brand alignment, and positive participant experiences. Working closely with organizational leadership, this position supports fundraising messaging and event-related communications while maintaining a consistent and mission-driven public presence for the organization.

Essential Duties & Responsibilities:

- Coordinates and executes all fundraising events, including planning, promotion, vendor coordination, and post-event communications.
- Provides communication campaign evaluation and reporting to inform future event strategy.
- Develops and publishes consistent communications, including e-newsletters, web content, social media, written materials, impact/annual reports, brochures, flyers, invitations and other external communications.
- Tracks and analyzes communications and event metrics (digital engagement, outreach reach, event participation) to guide strategy.
- Executes media plans to help generate publicity and strong relationships with local media, including newspaper, television, and radio stations.
- Develops campaign-based communications plans aligned with organizational goals.
- Executes communication plans, including objectives, strategies, and tactics relating to the communication efforts to increase brand awareness, build engagement, and drive participation by internal and external audiences.
- Develops branded presentations and marketing materials for use in promoting the organization at community events and speaking engagements.
- Manages relationships with external vendors for the design, production and printing of marketing, mail appeal and promotional materials.
- Maintains the Calm Waters website and social media platforms ensuring content is up to date, relevant and user-friendly.
- Adheres to all Calm Waters policies and procedures.

- Performs other job duties as assigned.

ADDITIONAL SKILLS AND ABILITIES REQUIRED

- Demonstrates excellent verbal and written communications and presentation skills.
- Must be knowledgeable and proficient with Microsoft Office Suite, Canva, or other design software.
- Must have strong event-planning skills.
- Must be an innovative self-starter searching for ways to improve awareness of Calm Waters.
- Must be able to develop and adhere to approved event and communications budgets.
- Demonstrates strong organizational skills.
- Ability to work as a cooperative and supportive team member.
- Ability to communicate effectively and respectfully with peers, volunteers and other stakeholders.

EDUCATION AND/OR EXPERIENCE

- Bachelor's degree in Communications, Journalism, Public Relations or a related field. (Four years of relevant experience will be considered in lieu of degree)
- 1 year of experience in communications, marketing, public relations, or event coordination.
- Experience in Adobe Creative, Canva, or other design software.

ADDITIONAL JOB REQUIREMENTS

- Willingness to work some evenings and weekends as necessary.
- Clearance of background check.

BENEFITS OF EMPLOYMENT

- Employer-paid individual health, dental and vision insurance
- Employer-paid Basic Life Insurance and Short-Term and Long-Term Disability
- Fifteen days of Personal Time Off accrued annually
- Paid Holidays
- 403b retirement plan with a 100% employer match of contributions up to 3% of the employee's annual income after one year of employment
- Salary increase of 3% annually and a potential bonus of up to 3% based on annual performance evaluations