



Lone Star CASA  
serving the children of Kaufman and Rockwall counties

**Position:** Events and Public Relations Coordinator

**Category:** Exempt Full-time position

**Reports to:** Executive Director

**Qualifications:**

- Bachelor's Degree from an accredited college or university in marketing, communications, event management, hospitality or some other related field, strongly preferred.
- Preferred experience in at least one area of event management, non-profit communications, email marketing platforms, copyright experience or social media.
- Excellent communication, writing and organizational skills
- Recognize and respect the sensitive nature of the work and maintain confidentiality
- The ability to work cooperatively with individuals of diverse racial, economic, and cultural backgrounds
- Experience in working with computer software: Microsoft Office suite, donor management systems, Adobe creative and email marketing systems
- Highly organized, self-motivated, flexible team player with strong organizational skills with ability to meet deadlines
- Understanding and commitment to CASA's mission, vision and values

**Summary of Responsibility:**

This position is responsible for the coordination of Lone Star CASA's social media presence, email marketing, public relations, and fundraising events. This individual will be committed to playing a key role in the development and coordination of brand and event management and event management of Lone Star CASA in hand with the Executive Director in addition to ensuring the high integrity of Lone Star CASA's public image.

**Essential Duties and Responsibilities** include the following. *Other duties may be assigned.*

**Social Media, Email Marketing and Communications**

- Prepare a quarterly social media, email marketing and communications calendar to review with the Executive Director
- Ensure all social media, marketing and communications deadlines are met
- Work within the donor management system to ensure donors are thanked and acknowledged within 15 days of their gift and also on provide annual tax statements
- Cultivate and manage social media presence and content as well as respond to all messages
- Monthly external e-newsletter to community, stakeholders, donors, and volunteers using an email marketing platform
- Work in partnership with ED and Development Chair of Board to develop all marketing materials for CASA including brochures, fact sheets, handouts, annual report, training & advocacy resources, board resources, etc.
- Design and produce, or oversee production of, photographic or video marketing material
- Cultivate and manage website content
- Prepare and circulate regular and periodic press releases to local media outlets
- Track and monitor effectiveness of communication, marketing and recruitment efforts

### **Fundraising Events**

- Provide support to the Executive Director and Board of Directors to plan and implement major and minor fund-raising.
- Provide support to the Volunteer Manager on all public awareness and/or recognition events annually.
- Work to create an event action plan including timelines, marketing, and fundraising communications and who is responsible for each task.
- Coordinate all contracts, sponsorships, registrations, guest speakers, decorations, supplies, and cleanup, etc. as needed for each event.
- Seek opportunities to increase, and serve as agency liaison for, third-party benefit events.
- Set up all event ticketing within the donor management system and ensure accurate reporting
- Work collaboratively to develop all marketing and communications for advertising of the event and for the day of the event.
- Conduct pre- and post – event evaluations and report on outcomes
- Research market, identify event opportunities and generate interest

### **Other Responsibilities include:**

- Complete a minimum of 12 hours of continuing education annually and attend national, regional, and state conferences and meetings when appropriate
- Attends and participates in community meetings or community awareness events as directed by Executive Director
- Complete special projects and tasks as assigned by the Executive Director

### **Conditions of Employment**

- Schedule includes regular office hours and some evening and weekend work, requires flexibility and availability
- Must have daily transportation
- Must pass all background checks
- Ability to sit and type at computer for at least 7 hours per workday
- Ability to lift 15-25 pounds for fundraising events
- Occasionally carry out or assist with other duties not listed on this job description

Lone Star CASA is an "equal opportunity employer." The employer will not discriminate and will take "affirmative action" measures to ensure against discrimination in employment, recruitment, advertisements for employment, compensation, termination, upgrading, promotions, and other conditions of employment against any employee or job applicant on the bases of race, creed, color, national origin, or sex.

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Staff Name (please print)

Staff Signature

Date