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| Job Title: | Marketing & Events Program Manager |
| Job Classification: | Full-Time, Salaried Exempt Position |
| Job Relationships: | Reports to the Executive Director |

McKee Wellness Foundation seeks a marketing and events program manager to generate organizational awareness and support, propelling the mission to bridge gaps in health and wellness needs across northern Colorado. If you are a self-starter interested in joining a small, high-performing team in a hybrid onsite/remote work environment, sharing the organization's mission across the community, and assisting in its sustainability, this may be the opportunity for you! The ideal candidate will bring a background in nonprofit event planning, marketing and public relations, and a desire to work collaboratively with the organization's team and stakeholders.

Job Responsibilities

Marketing & Public Relations

- Manages implementation and coordination of internal and external marketing and communications strategies to align with the McKee Wellness Foundation's mission, vision, and strategic plan.
- Designs and produces print and digital publications, including brochures, advertisements, flyers, signage, etc.
- Manages relationships and agreements with printers, photographers, artists, and other vendors.
- Responsible for promoting the organization's programs to new and existing audiences.
- Supports communications and marketing for fundraising campaigns, special events, programmatic developments, and other organizational initiatives.
- Manages social media planning and implementation through evidence-based social media practices.
- Oversees web design and overall website layout, ensuring web content is current and reflective of current initiatives.
- Maintains Foundation brand standards and ensures adherence by organizational stakeholders.
- Creates marketing and public relations strategies for the organization in collaboration with other Foundation staff and strategic directives.
- Tracks and reports on marketing and public relations metrics.
- Orders and designs organizational promotional products.
- Oversees production of monthly e-newsletter, biannual print newsletter, annual report, direct mail campaigns, and other publications.

Event Management

- Manages all Foundation fundraising events including McKee Wellness Foundation Invitational Golf Tournament, Gala for Wellness, and Loveland Turkey Trot, as well as social events and third-party fundraisers, ensuring alignment with organizational goals.

- Coordinates all event logistics including but not limited to venue selection, vendor contracts, signage and décor, floor and site plans, traffic plans, programmatic elements, permitting, and volunteer needs.
- Oversees staff and volunteer event committees, clearly communicating responsibilities, schedules, processes, and expectations.
- In collaboration with Foundation staff, sets and maintains event expense and revenue targets through forecasting and vendor negotiations, ensuring timely payments to vendors.
- Oversees recruitment, training, placement, and support of event-day volunteers.
- Stewards relationships with event sponsors, attendees, volunteers, vendors, and other event stakeholders.
- Implements and maintains event databases, ensuring data is accurately entered and managed for seamless donor and financial process integration.
- Serves as primary point of contact for event inquiries and stakeholder communications.
- Manages after-action components, including post-event communications, satisfaction surveys and other feedback procurement, stakeholder acknowledgement, and performance analysis and reporting.

Other Duties/Responsibilities:

- Assists with organization's strategic and annual planning, budgeting, reporting, and evaluation.
- Participates as needed in Board meetings.
- Ensures observation of security and safety procedures, and establishes risk management protocols for surrounding marketing and events.
- Communicates effectively and professionally with internal and external clients at all times.
- Other duties as assigned.

Requirements

- Minimum of a bachelor's degree in marketing, communications, or related field.
- Minimum two years of experience planning events in nonprofit organizations.
- Minimum two years marketing, communications, and public relations experience.
- Position requires on-site work at Foundation office in Loveland, CO, with hybrid work environment opportunities based upon business need.

Knowledge, Skills and Abilities:

- Event database management experience.
- Proficiency with social media applications including Facebook, Instagram, YouTube, and LinkedIn.
- Proficiency with Constant Contact.
- Professional demeanor and proven emotional intelligence, work ethics, and integrity skills.
- Ability to work a varied schedule including weekends and evenings as required.
- Ability to work independently and as a member of a team.
- Demonstrated project management skills and ability to effectively lead multiple long and short-term projects concurrently through planning, prioritization, coordination, and self-management.
- Demonstrated attention to detail required.
- Ability to exercise sound judgment with demonstrated characteristics of integrity, credibility, accountability, and emotional intelligence in support of the mission.
- Ability to identify and resolve problems in a timely manner by skillfully gathering and analyzing information, identifying solutions, and creating processes to avoid future issues.

- Skilled in prioritizing and planning work activities for effective time management.
- Excellent computer skills, including use of Microsoft Office applications.
- Excellent organizational, written, oral, and interpersonal communications skills, with effective group presentation skills and ability to conduct productive meetings.
- Excellent teamwork skills demonstrating respect, promoting positivity, and contributing to a solution-oriented workplace.
- Ability to maintain privacy and exercise confidentiality on sensitive matters.

Compensation and Benefits

- Compensation \$55,000-61,000 annual salary, based on applicable education and experience
- 401(K) program with employer contribution
- Employer-paid health care benefits
- Unlimited PTO and paid holidays
- Flexible work hours and locations

McKee Wellness Foundation conducts background checks and DMV checks prior to employment. McKee Wellness Foundation is an equal opportunity employer.

To apply, please email a current resume and cover letter, listing salary requirements, to jobs@mckeefoundationco.com.