

Position Description: *E3 Alliance Event, Content and Social Media Coordinator*
Classification: *Part-time Employee or Contractor, ~25-30 hours/week*
Direct Supervisor: *Director of Communications*

Position Description

The Event, Content and Social Media Coordinator is responsible for planning and supporting E3 Alliance external events, editing and posting electronic content and maintaining other written materials and promoting E3 Alliance through multiple social media channels. This role is responsible for the planning and coordination of external events including E3-3D's, Blueprint Summit and other large presentations/events as needed. This role will work closely with event owners, Director of Communications and other E3 staff, to ensure all events are well-planned and executed. To be successful, this person must be able to coordinate at a high level the strategic event calendar for the organization and work simultaneously with multiple event-owners on multiple events at different stages of execution. This role will manage the schedule and ensure all written and electronic content is up to date. This role is also responsible for E3 Alliance's social media presence and activities to promote attendance at our events, research findings, progress toward Central Texas Blueprint goals, announcements regarding grants and funding and other organizational updates.

This role is part of the E3 Collective Impact Practice, reports to the Director of Communications and will work closely with other E3 staff. Hours per week can be flexible, depending on job needs and availability of candidate; it is expected that an average of 25-30 hours per week will be required but some weeks may be much more or less time intensive than others.

Ideal Candidate

The ideal candidate has experience with event planning and logistics in the Austin, Texas and surrounding metro area for 2-4 hour events with ~100-300 attendees and at least some professional experience with social media marketing. Candidate must have excellent verbal and written communication skills and work effectively both independently and as a member of a collaborative team. He/she must have proven ability to manage multiple projects simultaneously while paying attention to detail. Candidates with professional experience using Facebook, Twitter, YouTube or similar social media channels are preferred. Meeting facilitation skills and experience is a plus. Experience with website content maintenance, graphics design and/or copy editing are also a plus. Experience with the Central Texas education sector is ideal.

Primary Responsibilities

- Plan and manage E3 Alliance events
 - o Maintain the Master Event Calendar quarterly ensuring visibility to rolling two year horizon
 - o Coordinate event logistics including venues, vendors, invitations, entertainment, food & beverages, materials, staff assignments and run-throughs
 - o Ensure all events have project plans and timely progress reports
 - o Maintain Master Event Budget and Actuals Tracking Sheet
 - o Coordinate post-event evaluation including internal and external feedback

- Maintain written and electronic materials
 - o Develop a Content Master Calendar for ensuring Collective Impact collateral, E3 website content and other published materials are up to date

- o Assist in editing and design of materials
- o Post electronic content to E3 website
- Develop and coordinate Social Media Activities
 - o Work with Director of Communications and other staff to develop regular and timely social media posts in support of events, research findings, grants and funding received, Blueprint goals and other milestones
 - o Create and maintain Social Media Master Calendar providing visibility to social media campaigns and timing
 - o Write, review and edit social media content for Facebook, Twitter and other channels
 - o Coordinate social media activities
 - o Monitor and report on social media performance
 - o Respond to social media inquiries, or redirect to appropriate staff, in a timely and professional manner

Required Education / Skills / Experience

- Bachelor's Degree or equivalent
- At least 5 years' experience in professional environment
- Professional experience in planning and coordinating events
- Professional experience with social media marketing
- Team-oriented, ability to work in a close-knit, entrepreneurial environment
- Highly organized, with the ability to initiate and manage projects, balance competing priorities, multi-task, and plan and conduct efficient meetings
- Excellent written and oral communications skills
- Results-oriented, self-motivated to be productive and driven by sense of urgency
- Ability to marshal resources and volunteers to events
- Recognition and respect for diversity of culture and background
- Alignment with the mission and vision of E3 Alliance

Preferred Skills/Experience

- Experience with Wordpress, or similar website content management system
- Experience with design of high quality graphics
- Experience with copywriting and editing of marketing materials
- Experience with Microsoft Office suite, collaboration applications (MS Teams, Sharepoint, Google Drive) and project management software

Compensation and Benefits

E3 Alliance is housed at founding partner Austin Community College District, and through this partnership utilizes ACC payroll, human resources, and benefits systems.

- Salary based on experience and expertise, as well as comparable pay for similar positions at other non-profit institutions
- Health care and dental insurance, TRS retirement benefits, disability insurance, and other standard ACC benefits are available depending on hours and contract basis of work