

# Social Enterprises

## Communications Outreach Coordinator

Social Enterprises, Inc. is a social cause event planning company committed to enhancing local communities by creating high-level, revenue-generating, innovative events that educate attendees and help create a socially-driven, sustainably minded world. Social Enterprises, Inc. works on 10-20 events a year all over the country working with non-profit client organizations in addition to the GoGreen Conference series. Please see our website at [www.socialenterprises.net](http://www.socialenterprises.net) for more information about our company and events.

We are currently seeking a full-time **Communications Outreach Coordinator** to join our busy organization in the Portland office. One to two years' applicable marketing experience in a professional work environment is required. Interested candidates should submit a resume & cover letter to [hr@socialenterprises.net](mailto:hr@socialenterprises.net). Please specify "**Communications Outreach Coordinator**" in the subject line of your email.

Social Enterprises is committed to a policy of equal employment opportunity. Our decisions and criteria governing the employment relationship with all employees are non-discriminatory, and are based on job requirements and an individual's skills and experience without regard to age, race, religion, sex, national origin, marital status, sexual orientation, gender identity, gender expression, veteran status, disability or any other status protected by federal, state or local law.

### Job Description

The Communications Outreach Coordinator is responsible for driving participation, attendance and awareness of Social Enterprises events primarily via online channels. This role ensures that all marketing program elements are delivered in a professional manner to drive maximum results in accordance with organizational goals in a team environment.

The primary purpose of this role is to generate awareness, interest and excitement in Social Enterprises events among identified stakeholders via media and community partnerships, custom email marketing, social media and event calendar campaigns. The coordinator will collaborate with the marketing department team leaders as well as programming, events and partnership teams to identify and prioritize promotable elements and outreach targets with the key priority of ensuring distribution of promotional materials to key stakeholders and target audiences to drive event awareness, attendance and ticket sales revenue.

### Job Responsibilities

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#### Social Media/Online

- Responsible for coordinating social media activities across our organization and our portfolio of events
- Set goals for growth; posting regularly and reporting on growth, activity and goals
- Ensure social media awareness/integration into ads, website, and marketing materials.
- Live social media coverage from relevant accounts in real-time onsite at events
- Creation of pre-scheduled posts featuring key programming, stakeholders and event partners (pre-approved by client)
- Summary of direct engagement activity recorded on social media accounts for the duration of the event
- Coordinate social media campaigns via Facebook, Twitter, Instagram and any new technologies as designated by client and leadership teams
- Coordinate social media announcements with Community and Media Partners in conjunction with press releases and program announcements
- Pre-event and onsite social media created to drive ticket sales and live social media coverage from prioritized accounts (i.e., Twitter, Facebook, Instagram, etc.) throughout the event timeline including:
  - Creation of pre-scheduled posts featuring event program highlights, key speakers, stakeholders and partners

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- Drive social media strategy to include account creation, target audiences, content guidelines, hashtag considerations, content calendar and benchmarking/reporting
- Summary of direct engagement activity recorded on social media accounts for the duration of the projects assigned
- Lead onsite social media plan to maximize engagement, including collecting speaker/stakeholder social handles, attendee handles, partner handles and hashtag feature on all marketing materials

## **Event App**

To manage upload and coordination of implementation for the following services provided with selected project app:

- Agenda with session descriptions
- Sponsor page with logos linking to their websites
- App Sponsor Logo Feature
- Speaker profiles showing which session they are speaking in
- Live polling with projection – the ability to have several polls running simultaneously
- Attendee Contact Information Exchange/Messaging
- Push notifications for event announcements
- Ability to upload PDF documents – (Program, Menu)

## **Marketing Partnership Coordination**

### **Community Partners**

Coordinate the community partner program as a major ticket sales driver for our events including:

- Identify appropriate nonprofit and association community partners relevant to the event target audience
- Coordinate an effective outreach strategy that results in high participation and registration rates/ticket sales revenue from targeted audiences of confirmed Community Partners
- Coordinate with marketing team members to distribute call-to-action promotional materials to partners
- Manage relationships with community stakeholders involved in the Community Partner program
- Add event to all relevant regional and topical event calendars

### **Media Partners**

Research and confirm media partners as a key component of awareness and audience generation efforts to include:

- Identify appropriate media outlets that effectively reach and drive action from relevant event target audience
- Coordinate measurement of effectiveness and ensure all efforts are tracked for success and future planning
- Collaborate with DWM to deliver media materials per agreed upon advertising schedule
- Manage media partner agreements, serve as point-of-contact and ensure timely collateral delivery on behalf of project and client

### **Stakeholder Promotion**

Identify and drive promotion through our key event stakeholder networks as a prominent component of awareness and audience generation to include:

- Coordinate promotion timelines/schedules secured with Stakeholder group leads
- Measure effectiveness and ensure all efforts are tracked for success and future planning
- Collaborate with DWM to deliver materials on time

### **Email Marketing**

- Work with DWM to create custom graphics that effectively promote program, speakers, partners and stakeholders to drive action and registration
- Create custom emailers for partner use, ensure all information is accurate in content and grammar, spell-checked and in best condition before final client approvals

## **Marketing Coordination**

### **Client Meetings**

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- COC will attend client project update meetings, as needed, report to team on action items and ensure on-time delivery from appropriate parties and assist in maintaining and driving good working relationships with client contacts.

## **Marketing Project Coordination**

- Coordinate key elements in weekly client meetings based on weekly company status meetings; assign weekly tasks in Basecamp, ensure documents are updated and tasks are completed.
- Contribute to Event Recap based on Lessons Learned and the event outcome.
- Update Event Project Reports on a monthly/weekly/daily basis, as progress and commitments with marketing partners are made
- Actively use company systems to manage projects, i.e. Basecamp, Google Docs and Harvest time tracker

## **Skills and Abilities Required**

- Exceptionally detail-oriented and organized, ensuring quality and consistent output;
- Careful time management and project management skills to ensure projects stay within labor allocation;
- Strong written and verbal communication including copy writing and correct grammar use, able to deliver clear, concise information tailored to specific and varied audiences;
- Strong initiative to drive project independently while tracking and communicating effectively with team;
- Ability to maintain a professional attitude and work independently with little guidance in a fast paced changing environment;
- The ability to communicate in a productive and professional manner with all co-workers, managers and team members; actively contribute in a positive manner during meetings with staff and business partners.

## **Qualifications**

- 1 to 2 years' experience coordinating social media outreach and marketing activities in a professional work environment.
- Four-year college or university degree in business, marketing or communications preferred or equivalent education and/or experience.
- Strong work ethic, making the most of time in the office.
- Previous professional marketing experience required.
- Knowledge of the event industry preferred.