



Event Planner/Marketing Coordinator

Reports to: Executive Director (ED)

Position Overview: This job has three primary areas of responsibility: 1) planning and coordinating ChaTech's ambitious schedule of programs and events; 2) creating and sending all electronic marketing materials and managing ChaTech's social media presence, and 3) managing the agency's customer relationship management (CRM) database.

Responsibilities:

Event Planning

- Coordinate planning of all aspects of meetings, programs, and events within budget
- Coordinate planning of all aspects of ChaTech's fundraising events, including the annual CxO Auction, and help transition from a golf tournament to a new event
- Work with ED on securing key sponsors for the programs and events
- Manage event RSVPs through EventBrite or other ticketing platform
- Manage volunteers, sponsors, vendors, venues, food providers, associated with ChaTech events, programs, and meetings
- Provide leadership for Event Planning Committee and serve on the Marketing & Membership Committee
- In coordination with committee, play a lead role in planning and coordinating the Scenic City Summit annual developers conference and other professional education programs

Online Marketing & Communications

- Create and manage marketing materials
- Coordinate electronic distribution of newsletters via MailChimp
- Keep ChaTech website (WordPress) up to date in collaboration with vendor
- Monitor and manage assigned social media sites (Facebook, Twitter, LinkedIn Group Pages, and LinkedIn Company Page)
- Work with ED on agency branding, market presence, and promotional materials
- Coordinate all event and program-related communication with volunteers, sponsors, members, and the community

CRM

- Track and maintain moves management in CRM (Microsoft Dynamics 365); work with bookkeeper to send timely renewal invoices
- Define and lead weekly sprint meetings with CRM partner and ChaTech staff

And other duties as assigned

(more)

Qualifications & Critical Success Factors:

- Experience planning complex fundraising events
- Experience in philanthropy or sales, specifically skill related to asking for support or sponsorship
- Demonstrated ability to work independently as well as collaborate effectively with others across a broad spectrum of personalities, working styles and demographics while maintaining a positive demeanor.
- Excellent computer and online software skills with these programs: MS Office 365 Suite, Dynamics 365, WordPress, Mail Chimp, Survey Monkey, and Eventbrite
- Strong organizational and analytical skills; exceptional attention to detail
- Ability to maintain confidentiality in communications with staff, donors, and volunteers
- Demonstrated ability to identify, prioritize, and complete tasks with oversight or support as needed
- Strong customer service skills, a positive attitude, and openness to new ideas
- Minimum 3 years' experience in nonprofit fundraising, sales, event planning, and marketing

This is a full-time, exempt position with 15 days of Paid Time Off (vacation/sick), 10 paid holidays and paid parking.

Send a cover letter and resume to ChaTechResume@gmail.com describing your specific experience with event planning, fundraising or sales, and online marketing.

The Chattanooga Technology Council (ChaTech) is a nonprofit membership organization for technology-related and tech-enabled companies. Our mission is to connect the technology community to drive economic growth across the region. We offer monthly education and networking programs, invest in the region's technology talent pipeline, and promote Chattanooga as a top technology hub. More information is available at chatechcouncil.org.