



Event Planner/Marketing Coordinator

Reports to: Executive Director (ED)

Position Overview: This job has three primary areas of responsibility: 1) planning and managing ChaTech's ambitious schedule of programs, events and conferences; 2) creating all electronic/print marketing materials, implementing website updates, and managing ChaTech's social media presence, and 3) managing the agency's customer relationship management (CRM) database. Successful candidates will have a high degree of personal tech savvy, experience with the electronic platforms and tools listed below, and the ability to work as part of a team as well as on one's own.

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 identify new events to raise \$40-\$50k annually.
- 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), DevOps Days 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, Instagram, and LinkedIn Pages).
- 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 skills related to asking for support or sponsorship.
- Demonstrated ability to work independently as well as to 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: WordPress, Mail Chimp, Eventbrite, Survey Monkey, MS Office 365 Suite, and Dynamics 365.
- 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.