



LEGACY GREENSCAPES

EVENTS AND MARKETING COORDINATOR – JOB ANNOUNCEMENT

Legacy Greenscapes, Inc. (LG) manages Clark County's newest park, Legacy Grove, to ensure people enjoy clean, safe, and beautiful parks. LG is committed to ensuring the region has public parks that raise the quality of life of our communities. Parks offer a space for people to play, exercise, imagine, and connect with neighbors. Legacy Grove is an inclusive 31-acre park with features for people of all ages and abilities. The park continues the healing mission of the community hospital located on the site from 1967 to 2012.

The Events and Marketing Coordinator is a proactive team member with the energy and creativity to market and deliver quality events and programs at Legacy Grove Park. They work closely with and actively assist the Executive Director and other staff members to implement and promote programs and events, keep donors informed through frequent, professional communications, and reach fundraising goals. The Coordinator must be personable, proactive, flexible, and highly organized. They should come to the position with excellent computer, writing, administrative, and communication skills. They should have a strong desire to make a difference in Winchester! The Coordinator reports directly to the Executive Director.

Work includes a variety of professional, administrative, and physical duties. Must be willing and able to work flexible hours, weekends, holidays, and evenings as needed.

Essential duties and responsibilities

EVENT PLANNING (60%)

- Plans and coordinates programs, special events, projects, and activities for the organization.
- Assist in program development through working with partner organizations and independent contractors.
- Provide professional guidance and oversight of Americorps members, interns, and other park staff as directed.
- Identify resource needs, monitor programs and activities, and recommend and implement modifications to programs as necessary.
- Establish and maintain effective working relationships with various stakeholders, including park users, park volunteers, community groups and leaders, and the general public.
- Assist in establishing and maintaining a volunteer program, database, and retention plan for volunteers.

COMMUNICATIONS (30%)

- Promote activities, programs, and special events to the community and region; prepare marketing materials, including flyers, news releases, advertising, and announcements.
- Maintain the organization's social media page(s) and website with up-to-date links, content, events, and announcements and assist with website development.
- Prepare regular written materials/communication such as monthly, quarterly, and annual newsletters and reports.

- Create original social media posts as determined by the communications plan and as needed. Review communications materials and social media posts generated by other staff members. Engage with social media audience.
- Work with staff to develop new and creative ways to reach potential clients, donors, partners, community members, etc.
- With other staff, work community outreach events.

ADMINISTRATION (10%)

- Attend biweekly staff meetings and 1:1 with the Executive Director.
- Attend meetings with Legacy Greenscapes Staff as needed, and serve as an ambassador for LG on Committees.
- Assist the Executive Director in projects at the park as needed.

Other Duties as assigned

All Team members share administrative responsibility for the organization, assume new and emerging responsibilities as the organization evolves, and engage in learning opportunities to share new information and knowledge that can help inform the organization's future.

Minimum requirements

- Bachelor's degree or comparable experience.
- Polite, respectful, and professional.
- Fair, trustworthy, sound reasoning skills, strong work ethic, and proactive.
- Able to work independently with minimal supervision.
- Able to present ideas and recommendations clearly and concisely, both verbally and in writing.
- Ability to write, edit, and proofread written materials for use with member communications and special events, providing effective messages.
- Ability to plan and direct work activities, manage time efficiently, and set priorities.
- Knowledge of environmental principles, methods of open space management, and public program management is preferred.
- Demonstrated proficiency in software programs, including marketing and communications programs, Google programs, and smartphone/tablet applications.
- Experience using various online social media platforms, including Facebook, LinkedIn, and Instagram, as well as social media management platforms.
- Experience with website management.
- Attention to detail, ability to organize, set priorities, and meet deadlines.
- Ability to walk several miles on uneven ground, improved and unimproved surfaces; demonstrated ability to use basic hand tools.
- Ability to work inside and outside, with exposure to varying weather conditions and extreme cold and heat.
- Potential candidates must submit a background check.

Salary and benefits

- Competitive salary and benefits package. Salary range \$35,000 - \$40,000 based on experience and education.

To apply, please follow the instructions as listed on the Legacy Greenscapes website, Get Involved/Careers page: <https://legacygreenscapes.org/get-involved/careers/>