

Greenford Christian Church Job Description

Job Title:	Group Events & Marketing Coordinator (BRCOH)
Department:	Big Reach Center of Hope
Reports To:	Big Reach Director
FLSA Status:	Non-Exempt (Part-time)
Approved By:	Big Reach Director and Executive Minister
Approved Date:	03/26/2025

Summary

The primary purpose of the **Group Events & Marketing Coordinator** is to be responsible for the implementation of group programs and marketing strategies. The position will oversee, train and evaluate student and adult volunteer groups and assist with group events. Group events include but are not limited to community outreach, adult education, work readiness, and volunteer programming.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Manage the current group program schedule
- Keep organized data and review existing group event effectiveness, as well as propose new group programs that may benefit the community we serve
- Maintain and enhance marketing strategies and media outreach by implementing a comprehensive communications strategy
- Assist with preparation, demonstration and execution of a wide variety of group related tasks
- Delegate tasks and responsibilities to volunteer groups based on their strengths and capabilities
- Assist with outreach and strategies to ensure program participation and support
- Develop and execute social media and marketing strategies
- Maintain communication with existing group partners and education contacts
- Maintain current event promotion and internal communication strategies
- Develop marketing strategies through press releases, website upkeep, and social media
- Seek new community partnerships for hosting classes or group programs
- Draft proposals and assess budget needs for new group programs
- Organize and report data on program participation and results
- Other tasks and responsibilities as requested by the Director

Supervisory Responsibilities

This job will directly oversee groups of student or adult volunteers as well as all group program participants. This job will also oversee the implementation of media communications and marketing strategies. Responsibilities will include training, planning, assigning and directing work; developing and maintaining public communication; addressing complaints and resolving problems.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

High school diploma or general education degree (GED); or one to three months related experience and/or training; or equivalent combination of education and experience.

Language Skills

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization.

Mathematical Skills

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

Computer Skills

To perform this job successfully, an individual should have knowledge of Internet software; Spreadsheet software and Word Processing software (Microsoft Office - Word, Excel, Outlook).

Reasoning Ability

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Other Skills and Abilities

To ensure success, the person will need to be team oriented, flexible and willing to adapt to a fast-paced and ever-changing work environment. The person will need to prioritize tasks and be self-driven to accomplish these while remaining flexible if a greater need should arise. A pleasant personality, strong communication and administrative skills, and willingness to adapt are highly valued qualities.

- Warm personality with excellent communication skills, both written and verbal
- Experience and willingness to collaborate with diverse populations
- Strong problem-solving and multi-tasking skills
- Experience and willingness to develop social and digital marketing strategies
- Experience with administrative tasks
- Ability to write clearly and help with word processing when necessary
- Ability to work well under limited supervision

Certificates, Licenses, Registrations

Valid Driver's License

Physical Demands

Occasionally, physical tasks such as organization, event set-up, supply inventory, and light cleaning will be required. While performing the duties of this Job, the employee is regularly required to use hands to finger, handle, or feel and talk or hear. The employee is frequently required to stand; walk; use hands to finger, handle or feel, and reach with hands and arms. The employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception.

Work Environment

While performing the duties of this Job, the employee is occasionally exposed to moving mechanical parts. The noise level in the work environment is usually moderate.

Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

Teamwork - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.

Customer Service - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.

Oral Communication - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.

Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

Delegation - Delegates work assignments; Matches the responsibility to the person; Gives authority to work independently; Sets expectations and monitors delegated activities; Provides recognition for results.

Ethics - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.

Attendance/Punctuality - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals.; Completes tasks