

# Events & Communications Coordinator

**Historic Cocoa Village Main Street**

**Salary: \$40,000**

**Full-time**

## **About Historic Cocoa Village Main Street (HCVMS)**

Historic Cocoa Village Main Street (HCVMS) is a nonprofit affiliate of Main Street America and Florida Main Street. The mission of HCVMS is to continue the growth of a vital, inviting commercial district through preservation-based economic development. Successful community revitalization is generated through carefully planned transformation strategies. Devised approaches are implemented specifically through four committees: Design, Organization, Promotion, and Economic Vitality.

## **Duties and Responsibilities**

- Drive the organization's mission by always representing our vision
- Plan and organize multiple events throughout the year, including four Art & Craft Fairs, four Sip & Strolls, Cocoa Village Concourse, Hot Cocoa Holidays, and other events as determined
- Manage and oversee events on the day of, including problem-solving, directing event set-up, organizing vendors, and managing take-down.
- Create and retain procedures and safety plans for all major processes
- Maintain a working relationship with over 200 vendors per event
- Coordinate, recruit, and supervise volunteers for each event
- Analyze each event's success, prepare reports, and develop strategies to improve events
- Oversee the marketing and promotion of all events, including press releases, website, social media promotions, and sharing.
- Build and manage the organization's social media profiles and presence, including Facebook, Instagram, and additional channels that may be deemed relevant.
- Create shareable content for specific networks to spread our brand and our content.
- Track, measure, and analyze all initiatives to report on social media ROI.
- Manage various email campaigns, including the template designs, calls-to-action, and content used in our emails.
- Handle office-related tasks, including answering phone calls, walk-in visits, responding to email requests for information, and updating general information for members and volunteers.

## **Required Experience/Skills**

- Required to work special events on weekends and evenings.
- Must be able to lift a minimum of 30 pounds.
- A professional demeanor and ability to stay calm under pressure
- Excellent communicator and creative thinker, with an ability to use data and intuition to make informed decisions.
- Exceptional writing and editing skills, as well as the ability to adopt the style, tone, and voice of the organization
- Active and well-rounded personal presence on social media, with a command of each network and its best practices.
- Proficiency in email marketing and marketing automation technology(e.g. HubSpot).

## **Preferred Skills**

- Problem-solving
- Effective time management
- Attention to detail
- Soft skills such as empathy and active listening
- Ability to multitask
- Skilled in community outreach and effective networking.
- Experience in a nonprofit administration

## **Education**

- A Bachelor's Degree in public relations, marketing, communications, nonprofit management, or a related field and event coordination experience preferred
- Multiple years of relevant work experience may be considered rather than a degree

## **Benefits**

- PTO
- Paid Holidays