



## Job Description for Events Coordinator

**Job Title:** Events Coordinator

**Department:** Marketing

**Reports To:** Chief Marketing Officer

**Supervises:** None

**Job Type:** Full-time

**Employment Classification:** Exempt

### Position Overview:

The Events Coordinator plans, organizes, and executes events and campaigns that raise critical funds and awareness for Second Harvest. This position manages both internal and external fundraising events, coordinates logistics, works with sponsors and vendors, organizes and promotes food drives, and helps create memorable experiences that connect donors, partners, and the community to our mission.

### Duties and Responsibilities:

- **Event Planning & Execution:**
  - Coordinate all aspects of food bank-hosted events, including galas, benefits, food drives, donor appreciation gatherings, and internal/staff events.
  - Develop timelines, budgets, and checklists; manage permits, contracts, and logistics.
  - Serve as on-site point of contact for setup, execution, and breakdown of events.
  - Act as liaison with all cause marketing external 3<sup>rd</sup> party events.
  - Fill out appropriate paperwork for all events (City of Knoxville, Blount County, etc.), including appropriate permits needed. Organize EMS, Security, etc. for events.
  - Coordinate with vendors, venues, sponsors, etc. to ensure proper execution of each event and ensure professionalism, timeliness, and spirit of the event regarding organization, planning, and implementation.
  - Organize facilities and details such as décor, catering, entertainment, transportation, location, invitee list, special guests, equipment, promotional material, etc.
  - Works as a secondary media contact for all events with the Chief Marketing Officer, assisting with media buys, public service announcements, press releases, interview requests, and other third-party requests.

- **Fundraising Campaign Support:**
  - Assist with seasonal giving campaigns, donor drives, and third-party fundraising efforts.
  - Coordinate in-kind donation drives and corporate engagement campaigns.
  - Track participation, donations, and outcomes in fundraising database.
  - Provide the Development Team with all items necessary to successfully bring in the funds allotted for each event budget.
- **Community & Sponsor Engagement:**
  - Build and maintain relationships with vendors, sponsors, community partners, and volunteers.
  - Solicit event sponsorships and in-kind donations; help recognize partners in print, digital, and event materials.
- **Communications & Promotion:**
  - Collaborate with the marketing team to promote events through email, social media, media releases, print/digital/online calendars, and flyers.
  - Assist with the creation of signage, scripts, and donor acknowledgment materials.
- **Food Drives:**
  - Receive initial inquiries regarding food donations and respond accordingly to vet, expedite, and coordinate donation receiving
  - Communicates, coordinates, and assists with the Operations Department in scheduling and logistics: pickup and delivery of barrels and food drive materials, including promotional materials. And follow-up for long-term donor retention.
  - Provides advice to participants on how to tailor food drives to their organization/business.
  - Participate in Food Safety/Food Defense programs.
  - Works with the marketing team to promote food drive events through websites and social media.
  - Works with the marketing team on the creation of signage, scripts, and donor acknowledgment materials.
  - Manages TeamRaiser implementation for Virtual Food Drives with back-end assistance from the Marketing and Creative Services Specialist, serving as liaison between Marketing Team and the Development Team.
- **Flexible expectations in meeting a variety of responsibilities throughout the day to ensure the success of Second Harvest Food Bank of East Tennessee.**

**Qualifications:**

- Bachelor's degree or equivalent experience in event planning, fundraising, marketing, or nonprofit management.
- 2+ years of experience planning public or private events.
- Strong project management, communication, and interpersonal skills.
- Ability to work independently and on cross-functional teams.
- Proficient in Microsoft Office; experience with CRM or donor databases preferred.

**Working Conditions:**

- Occasional lifting (up to 30 lbs.) and long hours during major events.
- Work schedule is typically Monday-Friday, with occasional evening/weekend hours for events or media opportunities.
- Must have reliable transportation and a valid driver’s license.

**Compensation and Benefits:**

- **Salary:** Competitive based on experience
- **Benefits Package:** Health Insurance, Dental Insurance, Vision Insurance, Life Insurance, Simple IRA Retirement Plan, Paid Leave, and Wellness Days off.

**Equal Employment Opportunity Statement:**

Second Harvest Food Bank of East Tennessee is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or veteran status.

**Drug-Free Workplace:**

We are committed to maintaining a drug-free workplace. This policy ensures a safe, healthy, and productive work environment for all employees.

This job description does not encompass all the duties of the role. Supervisors or managers may assign additional tasks as needed. The job description can be revised at any time and is not a contract for employment, nor does it alter the at-will employment status with Second Harvest Food Bank of East TN. Both Second Harvest Food Bank of East TN and the employee have the right to terminate employment at any time for any reason.

I have read and understand the above job description.

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_