

Job Title: Marketing and Events Coordinator

Location: Make-A-Wish Orange County and the Inland Empire

Job Type: Fulltime

Reports to: Vice President of Development

Job Summary:

The **Marketing and Events Coordinator** at Make-A-Wish Orange County and the Inland Empire plays a key role in leading third-party events and stewarding corporate sponsors to support the organization's mission. This dynamic position manages all aspects of third-party fundraising and community events, from initial coordination to promotional support, while also creating engaging social media content and managing stewardship of event and World Wish sponsors. The role requires strong organizational, communication, and relationship-building skills, with an emphasis on maintaining brand integrity, fostering sponsor engagement, and collaborating across departments. Ideal candidates bring experience in event coordination, marketing, and content creation, along with a passion for mission-driven work.

This is an exciting opportunity for someone who thrives in a collaborative environment, excels at project coordination, and has a passion for relationship-building and creative storytelling.

This position is paid hourly at a rate of **\$26.00 – \$33.00 per hour**, depending on experience and qualifications. Pay is based on several factors including, but not limited to, education, experience, certifications, and organizational needs. This role is eligible for benefits such as health, dental and vision insurance, paid time off, and retirement plans, depending on employment classification.

Key Responsibilities:

Third Party Events:

- Serve as the lead coordinator for all third-party events (fundraisers, community events, sponsor-hosted activations, etc.)
- Act as the main point of contact for third-party event hosts, ensuring alignment with organizational goals and brand standards.
- Support and guide hosts through the event process, providing marketing materials, event toolkits, and promotional assets.

Sponsor Stewardship:

- Manage relationships with event sponsors, corporate donors, World Wish Month and others as assigned, ensuring timely communication, and fulfillment of sponsorship and social media benefits.
- Design and produce custom plaques and recognition pieces for businesses participating in the "Adopt-A-Wish" program or sponsoring events.
- Maintain a sponsorship tracking system to ensure follow-up, gratitude, and ongoing engagement.

Marketing & Social Media:

- Design and produce event collateral for signature campaigns such as Trailblaze Challenge, World Wish Month and others as assigned using Adobe Create Suite and/or Canva.
- Develop and execute social media campaigns to promote third-party events, sponsors, and community stories.
- Create visual and written content for social platforms (Instagram, Facebook, LinkedIn, etc.), including event spotlights, sponsor shoutouts, and live event coverage.
- Collaborate with graphic designers or use tools like Canva to create branded materials.
- Comply with Make-A-Wish brand guidelines.
- Coordinate with senior marketing & communications manager, to develop sponsor recognition as part of the chapter's overall marketing & PR strategy.

Administrative & Cross-Functional Support:

- Maintain event calendars, records, and sponsorship databases.
- Collaborate with the development and communications teams to align messaging and maximize outreach.
- Provide on-site support at key events, including setup, execution, and wrap-up.

Qualifications:

- Bachelor's degree in Marketing, Communications, Event Management, Nonprofit Management, or related field.

- 1 – 2 years of experience in event coordination, marketing, social media or sponsorship management preferred.
- Strong interpersonal and relationship-building skills; comfortable working with external partners and sponsors.
- Proficiency in social media platforms and content creation tools (e.g., Canva, Adobe Creative Suite and Microsoft Office Suite,)
- Excellent organizational skills with attention to detail and ability to manage multiple projects simultaneously.
- Must be able to lift 25 pounds and work at a computer or stand for extended periods.
- Ability to speak, read, and write in English.
- Strong written and verbal communication skills with attention to detail and storytelling.
- Demonstrated ability to manage multiple projects and meet tight deadlines.

Preferred Skills:

- Experience working in a nonprofit or mission-driven organization.
- Familiarity with donor management tools or CRMs (e.g., Salesforce).
- Basic graphic design or video editing skills.

Working Conditions:

- Occasional evening and weekend work required for events.
- Some travel within the region for third-party events and sponsor visits.
- Remote Fridays. In the Irvine office Monday – Thursday.
- Working safely is a condition of employment. Make-A-Wish Orange County and the Inland Empire is a drug-free workplace.

How to apply:

Please submit your resume and cover letter to Jennifer Garner, jgarner@ocie.wish.org.