Coordinator, Marketing and Events  
YWCA Boulder County

About Us:
For 100 years, YWCA Boulder County has worked to eliminate racism and empower women in Boulder County and helped women and children of all ages and backgrounds thrive. Founded by community volunteers in 1922, the organization has supported generations of women and girls by tackling social issues such as housing, employment, education, and child care. Today, YWCA Boulder County provides programs such as high-quality, affordable, and flexible child care; parent education classes; and racial justice and equity programs including youth empowerment, youth and adult education, and advocacy. As an inclusive, secular nonprofit organization, we are publicly funded, not affiliated with any religious group, and welcome people of all backgrounds and genders to participate in our important work.

In 1977, YWCA Boulder County recognized the need for flexible, affordable drop-in child care and created Children's Alley. In 2020, responding to changing community needs, we expanded our child care program, prompting a new name: Persimmon Early Learning. As a Level 4 Colorado Shines rated Early Childhood Program, Persimmon Early Learning provides a safe, nurturing, and creative space for children ages eight weeks to six years to learn and grow in newly redesigned and expanded indoor and outdoor learning areas. We offer high-quality, affordable drop-in, short-term and permanent child care options, and we are the only child care center in Boulder County offering emergency care for families with nowhere else to turn.

Mission Statement:
YWCA Boulder County is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all.

About You:
The Coordinator, Marketing and Events reports to the Director, Marketing & Events, and serves as a member of the Marketing and Development Team. Additionally, they support the Director, Individual Giving and Grants with duties pertaining to marketing and events. The Coordinator is a key member of YWCA Boulder County’s marketing and events team. In this role, the coordinator assists with the planning, development, and implementation of YWCA Boulder County’s marketing and communications with a focus on email marketing, digital and print advertising, marketing collateral and editorial content. Furthermore, they will assist with planning and implementation of YWCA Boulder County’s annual events, including tactical logistics planning, event communication strategy and marketing materials, coordination with event table hosts and event committee, and event-day management. This is a part time/exempt position at 25 hours per week. Some weekends and evenings necessary for event preparation and execution.

Responsibilities:
Marketing and communications

- Assists in creation, implementation and measuring the success of all YWCA marketing and communications, including email communications through Constant Contact, marketing collateral, advertising, special events, and print and digital/social media advertising
- Assist with fundraising mailings and solicitations, including writing/editing, list creation, mail merges, printing, coordination with printer/mail house on collateral material, etc.
- Work with external agencies, sponsors, and vendors as needed (e.g., graphic designers, printers, web designers, photographers, catering companies, event venues, etc.)
- Coordinate bilingual content and communications by coordinating with translators and interpreters for translation/transcreation of content into Spanish
- Member of the Marketing Committee, attending monthly meetings and assisting with tasks related to the committee
- Provides administrative support to the Marketing and Events team, as well as the Individual Giving and Grants team
- Ensures articulation of YWCA Boulder County’s brand to all constituencies, both internal and external
  Responsible for reviewing all online and print materials to make sure voice, language and messaging is consistent
- Ensures ethical and equitable nonprofit communications, with an eye for asset-based framing and diversity, equity and inclusion throughout marketing and event activities
- Communicates with supporters and vendors in a professionally and friendly manner to build relationships

Events

- Provides event support and event communications management (e.g., Gala, 100th Anniversary Luncheon, Dancing with Boulder Stars, and donor recognition events), including managing invitations, RSVPs, coordination with vendors, event décor, managing table hosts and volunteers, event-day setup, etc.
- Event communications assistance including creating and scheduling email campaigns for our annual special events in Constant Contact and with print mailings and materials
- Coordinate bilingual event communications and landing page content
- Member of event committees attending monthly meetings and assisting with tasks related to the committee

Required Qualifications:

- Demonstrated skills and experience in nonprofit fundraising communications with a focus on email campaigns, writing/editing, and advertising
- Dedicated to anti-racist communications, asset-based framing, and narrative building to support our critical social justice and racial justice work in our community (familiar with Community Centric Fundraising principles)
- Self-motivated with the ability to work well independently and as part of a team with regular check-ins
- Excellent at organizing, managing details, and completing multiple complex projects and tasks simultaneously with thoroughness, accuracy, timeliness, and good humor. Experience creating and maintaining streamlined systems and processes
- Proven ability to remain calm in stressful situations and fast-paced event environments. Must be able to adapt to changing needs and creatively solve problems
• Strong computer skills in Microsoft Office Suite (including Word, Excel, and PowerPoint), Google Drive, Constant Contact, Zoom and aptitude to learn new software platforms (Classy, Exceed Beyond, Click bid, etc.)

**Education:**
• Bachelor’s degree or equivalent experience

**Preferred Qualifications:**
• Bilingual in Spanish or working knowledge of Spanish
• Two plus years of experience in nonprofit marketing/communications or fundraising/donor services, or equivalent experience

**Benefits:**
• $26k – 28k per year DOE
• Sick time off accrual on day 1
• RTD Pass
• Hybrid or WFH options
• Other Great Benefits!

Interested individuals with diverse backgrounds and perspectives, including BIPOC, LGBTQ+ folks, female identifying, and people with different levels of ability are urged to apply. Interested candidates may apply for this position by emailing their resume and a cover letter to Crystal Navarrete, director of human resources, at cnavarrete@ywcaboulder.org.