

PUBLIC RELATIONS & EVENT COORDINATOR

ORGANIZATION SUMMARY

Meals on Wheels Ministry serves a daily meal to nearly 3,000 frail, home-bound senior citizens and disabled persons; covering six counties in East Texas. These meals are prepared fresh at their central kitchen in Tyler TX. Meals are then delivered by compassionate volunteers to eligible persons who cannot provide meals for themselves. Often this is the only meal a client will have each day.

Meals on Wheels Ministry Goals:

- To supply homebound seniors and disabled citizens nutritious meals.
- To abate the loneliness and isolation of elderly and disabled persons by providing daily contact with members of their community.
- To promote the health, safety, and welfare of all elderly and disabled persons in East Texas.

POSITION SUMMARY

The Public Relations & Event Coordinator will be responsible for producing marketing material that is engaging, informative, strategic, and creatively presented. The position requires an understanding of local audiences for targeted content. This role will be the primary intake for media calls and may act as a media spokesperson on occasion, in addition to conducting community presentations. The position will collaborate with the CEO in contributing to crisis communication planning and response. Also, key to this position is developing and executing monthly and/or bi-monthly fundraising events; developing partnerships with nationally recognized Meals on Wheels partners; and the design and execution of a social media plan.

This position is part of a small development team and will require wearing a number of different hats on a daily basis. This is very much a hands-on role. It will require flexibility, good time management, and the ability to juggle competing priorities.

The successful candidate is someone who embraces the challenge of having a variety of responsibilities and does so with good humor. This is an outward-facing role that will involve some measure of donor contact. The new Public Relations & Event Coordinator must bring energy and insight to their work as the organization begins its next chapter. The successful candidate must be ready to roll up their sleeves on a team dedicated to growth.

REPORTING RELATIONSHIPS

The Public Relations & Event Coordinator will report to the Chief Development Officer.

RESPONSIBILITIES

- Articulate the mission, vision, and community attributes of MoW in language directed to various audiences;
- Ability to effectively describe any organizational project, the cost to accomplish the project, and the expected outcomes for donors and clients;

- Develop PR campaigns and media relations strategies;
- Edit and update promotional material and publications;
- Prepare and distribute press releases; prepare and submit PR reports;
- Seek opportunities for partnerships, sponsorships, and advertising;
- Address inquiries from the media and other parties- track media coverage;
- Negotiate contracts and vendor agreements, while staying on budget;
- Maintain communication with outside vendors contracted for events;
- Prepare and execute a detailed outline of events;
- Meet with CDO regularly to discuss event and marketing strategies;
- Assist CDO and Volunteer Coordinator in developing and executing donor/volunteer recognition events;
- Prepare and publish newsletter (twice annually) and Annual Giving Report in collaboration with the Annual Fund Assistant, CDO, and finance committee.
- Performs other related duties as assigned by CDO

QUALIFICATIONS

The successful candidate for the position of Public Relations & Event Coordinator should have:

- Bachelor's degree in public relations, marketing, journalism, or communications;
- Three to five (3-5) years' experience;
- Proficient in MS Office and multiple social media platforms;
- Ability to establish and maintain effective working relationships with staff, Board members, volunteers, community groups, media, and other key stakeholders;
- Ability to perform at a high level in a fast-paced team environment, and manage multiple projects to meet timelines and deadlines;
- Goal-orientated and close attention to detail;
- Excellent written, oral, and interpersonal skills;
- Ability to work some evenings and weekends

SALARY & BENEFITS

Meals on Wheels Ministry offers a competitive salary and benefits package.

LOCATION

This position is located in Tyler, TX and up to 30% of travel time regionally is to be expected.

DIVERSITY AND INCLUSION

The Grant & Planned Giving Manager must have the capacity to listen to the full breadth of the community as it grows and evolves, cultivating a diverse pool of supporters who will have access to different kinds of ideas.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please read them over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected. Please put your **LAST NAME & PR/Events** in the subject line of your email. Send all materials to the attention of Ms. Sunny Byrd at jobs@mowmet.org.