

CAPITAL REGION COMMUNITY FOUNDATION

POSITION DESCRIPTION

TITLE:	Communications & Events Associate	FLSA: Non-Exempt - PT
REPORTS TO:	Director of Communications & Events	Updated: 9-8-2025

POSITION SUMMARY

The Communications & Events Associate works closely with the Director and coordinates digital communications, including social media, email marketing, and digital advertising. Assists the director with the creation of graphic design assets for social media, newsletters, and promotional materials. Assists with event planning logistics and provides day-of-event support as needed. Responsible for coordinating social media content, ad performance reports, and basic design tasks. Assumes other duties and responsibilities as assigned by the supervisor.

PRINCIPAL DUTIES AND RESPONSIBILITIES

Marketing and Communication (80%)

- Creates, schedules, and publishes engaging content across social media platforms, with a focus on Meta (Facebook and Instagram)
- Coordinates and optimizes paid social media advertising campaigns using Meta Business Suite; tracks performance and adjusts strategy to meet key objectives
- Creates digital and marketing materials using Canva, Adobe Creative Suite, or other tools; ensures all designs align with brand guidelines
- Assists with email marketing campaigns, including content creation, segmentation, and performance tracking
- Monitors and reports on social media engagement, ad performance, and campaign analytics; provides insights and recommendations for improvements
- Stays informed on current trends and best practices in digital marketing and social media
- Designs visual content for social media, email, newsletters, and other digital communications
- Maintains organization and proper filing of design assets, including logos and images

Event Planning and Support (20%)

- Assists with event planning logistics, including tracking registration and promotional efforts
- Provides day-of-event support, including setup, registration, and troubleshooting as needed
- Ensures marketing and communications align with events, creating content to promote attendance and engagement

POSITION REQUIREMENTS

Education

This position requires strong writing, editing, and graphic design skills, as well as interpersonal, analytical, and organizational abilities. A college degree in communications, marketing, graphic design, or a related field is preferred.

Experience

This position requires 1-2 years of experience in digital communications, social media management, and graphic design. Experience with Meta Business Suite for managing digital advertising campaigns is preferred.

Supervisory Responsibilities

This position does not have any supervisory responsibilities.

Knowledge, Skills, and Abilities

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. Some physical abilities are necessary.

Hard skills:

- Strong writing and editing abilities for social media, email marketing, and digital communications.
- Proficiency in creating visual content using Canva or Adobe Creative Suite (e.g., Photoshop, InDesign, Illustrator).
- Familiarity with Meta Business Suite for social media management and advertising.
- Comfortable working with email marketing platforms (e.g., MailChimp, Constant Contact).
- Knowledge of analytics tools to track social media and digital campaign performance.
- Basic knowledge of event planning processes, including vendor coordination and logistics.
- Strong attention to detail with accurate data entry and task management skills.

Soft skills and traits:

- Excellent communication and interpersonal skills for working with colleagues, vendors, and community partners.
- Positive, adaptable, collaborative, and proactive attitude.
- Strong organizational skills with the ability to manage multiple projects and meet deadlines.
- Creative mindset with the ability to think strategically and propose innovative ideas.
- High ethical standards and ability to maintain confidentiality.
- Self-starter with problem-solving abilities and a results-oriented mindset.
- Comfortable working independently and as part of a team.

OTHER POSITION REQUIREMENTS

This role may occasionally require evening or weekend hours to support events. The qualifications listed above serve as guidelines for selection; alternative qualifications may be considered if they sufficiently meet the job requirements.