



# Foundation for Madison's Public Schools

Job Title:	Marketing & Events Coordinator
Responsible to:	Executive Director
Date Approved:	January 2021

## **Summary of Major Responsibilities**

Incorporated in 2001, the Foundation for Madison's Public Schools is a 501(c)(3) nonprofit agency that focuses exclusively on delivering support to the Madison Metropolitan School District's 50 public schools; more than 5,000 staff; and 27,000 plus students. During its existence, the Foundation has delivered more than \$23.5 million in resources to Madison's public schools. The Foundation now seeks a Marketing & Events Coordinator, who will be responsible for providing tactical support to promote the Foundation's many programs and services. The Marketing & Events Coordinator will also be the primary contact for our annual Circle of Friends event and our 20<sup>th</sup> anniversary yearlong celebration. This position reports to the Executive Director, who will determine priorities and assignments.

This is a full-time exempt opportunity.

## **Duties & Responsibilities (include, but are not limited to, the following)**

### ***Marketing:***

- Partner with the Foundation's Executive Director, Board of Directors and Marketing Committee to develop annual marketing plans and related goals and tactics.
- Assist in implementation of the company's brand strategy by providing brand guidance and ensuring brand consistency.
- Serve as primary contact for marketing-related vendors, consultants and partners, unless otherwise assigned.
- Act as primary contact with the Madison Metropolitan School District communications team to build, where appropriate, common goals and to leverage the assets and brands of each entity for maximum visibility.
- Coordinate media contact and coverage, supporting the Executive Director, the Foundation's primary spokesperson.
- Support the Foundation's Operations & Finance Director, project lead on our 2021 website redesign.
- Coordinate and execute marketing and communications needs, including web content, social media and graphic design (when needed) in support of the Foundation's mission, brand, programs, and services.
- Prepare marketing activity reports and metrics for measuring program success.

- Maintain an inventory of marketing materials, ensuring all resources are current and accurate, and coordinate the creation of new materials as needed.

***Development Coordination:***

- Coordinate marketing needs and communications with the Development Coordinator to ensure consistent branding and messaging across the Foundation's development efforts and other programs and services.
- Co-develop annual marketing calendar and co-manage implementation with the Development Coordinator to ensure coordinated promotion and support of the Foundation's many activities.
- Participate in regular meetings with the Executive Director and Development Coordinator to strategize, prioritize, clarify roles, and outline expectations regarding goals, projects and assignments.

***Madison Public Schools Friends & Alumni Network:***

- Support the Foundation's Alumni Engagement Director by implementing tasks to promote and grow the Madison Public Schools Friends & Alumni Network.
- Act as primary contact, unless otherwise assigned, with MMSD central office and high school staff, for alumni activities related to graduation and reunion season.

***Events:***

- Act as primary contact for the Foundation's signature event, Circle of Friends, coordinating activities and assignments with Foundation staff, board members, vendors/partners, Foundation committees, facilities, and MMSD personnel.
- Support all aspects of the Foundation's 20<sup>th</sup> anniversary yearlong celebration – May 2021 to May 2022.
- Serve as primary contact for our in-person evening gala, May 2022, coordinating activities and assignments with Foundation staff, board members, vendors/partners, Foundation committees, facilities, and MMSD personnel.

Other duties as assigned.

**Qualifications**

- Passion for public education and commitment to the successful futures of our district's 27,000 plus students
- Must have 3 years of marketing and events experience, or related field, ideally working in a nonprofit setting
- Associate's degree or higher is preferred
- Experience with graphic design software preferred
- Driver's license, registered vehicle and insurance required
- Ability to operate office equipment including but not limited to computers and related equipment, calculator, copier, fax machine and multi-line telephone system. Must be skilled in the use of Microsoft Office applications.

- Ability to maintain confidentiality of donor records
- Must have excellent time management skills
- Must have the ability to multi-task and prioritize workload
- Ability to work independently and within a team
- Ability to communicate effectively, both orally and in writing, with individuals at all levels of the organization as well as board members
- Preference for candidates with prior experience in event management, volunteer coordination, data entry, social media, and/or Web skills

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NOTE: Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

### **About the Foundation**

**Mission:** The Foundation is committed to supporting the education of every child by raising private funds, awarding grants, developing community partnerships, and advocating for Madison's public schools.

**Vision:** Supported by the Foundation, Madison will have excellent, well-funded public schools in which learning is celebrated and all students graduate ready for college, career, and community involvement.

### **Values & Beliefs:**

*We Believe –*

- Every child deserves a high quality and equitable education.
- The future depends upon today's investment in the educational experience of tomorrow's leaders.
- High quality public education is fundamental to a vibrant community and a strong local economy.
- Access to public education is essential for a thriving democracy.
- The Foundation plays a vital role in connecting public schools and community resources.

*We Will –*

- Fund promising, innovative educational programs and activities outside the core school budget.
- Build and sustain partnerships that mobilize business and community resources.
- Invest community resources to expand opportunities for all Madison public school students.
- Promote the value of Madison public schools throughout the community.
- Manage the Foundation with integrity and transparency.

For more information about the Foundation for Madison's Public Schools, please visit: [SchoolsMakeMadison.org](http://SchoolsMakeMadison.org).

**To Apply:**

Interested candidates are required to submit a resume *and* cover letter in order to be considered. Please send materials by Monday, December 21<sup>st</sup>, to:

Melinda V. Heinritz  
Executive Director  
[mheinritz@fmps.org](mailto:mheinritz@fmps.org)

*The Foundation for Madison Public Schools is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.*