

**Job Title: Marketing & Events Coordinator (Full-Time)****Organization: Alliance For Full Acceptance (AFFA) [90%] and AFFA Action [10%]****Location:** Hybrid / Remote / Charleston, SC (Some travel within the state may be required)**Reports To:** Executive Director**Overview**

The Alliance For Full Acceptance (AFFA) is a nonprofit advocacy organization dedicated to achieving equality and acceptance for the LGBTQ+ community in South Carolina. Since its founding in 1998, AFFA has been a driving force in advancing the rights and well-being of LGBTQ+ individuals through education, community engagement, and political advocacy.

**AFFA is comprised of two entities:**

- Alliance For Full Acceptance (AFFA) 501(c)(3) for educational programming and campaigns
- AFFA Action 501(c)(4) for lobbying and political advocacy

**AFFA** and **AFFA Action** seek a dynamic and highly organized **Marketing & Events Coordinator** to join our team. This role will focus on planning, promoting, and executing various social, educational, and fundraising events while developing marketing strategies to elevate our organization's brand, increase community engagement, and drive donor support.

**Responsibilities Include:****Event Planning and Execution (40%)**

- Lead the planning, coordination, and execution of 6+ AFFA and AFFA Action events annually. Events include educational programs, social gatherings, and small to mid-size fundraising events.
- Oversee event logistics and on-site event coordination.
- Collaborate with staff/board members to ensure events align with AFFA's mission and goals.
- Develop event budgets, track expenses, and monitor return on investment (ROI) for each event.
- Assist in post-event reporting, including attendee feedback and recommendations for future improvements.

**Marketing and Communications (40%)**

- Develop and implement comprehensive marketing and communication strategies for AFFA and AFFA Action.
- Manage AFFA's digital presence, including social media content creation, website updates, and engagement strategies.
- Create and manage email marketing campaigns (via Constant Contact and Action Network) to communicate with AFFA's supporters, advocates, and donors.
- Create graphics as needed for use throughout the organization's communications.
- Oversee the production of marketing collateral, including newsletters, direct mail pieces, annual reports, and event promotional materials.
- Identify new marketing opportunities to elevate AFFA's mission, expand its reach, and engage more donors and advocates.

## Community Engagement (20%)

- Ensure AFFA and AFFA Action are visible at community events throughout Charleston and SC
- Organize AFFA's participation in Pride events, conferences, and other community gatherings.
- Act as a representative for AFFA at these events, helping to build relationships and strengthen partnerships with other local organizations.

## Other Responsibilities

- Collaborate with the Executive Director and other team members to develop and execute long-term strategic initiatives for AFFA and AFFA Action.
- Serve as a thought partner with leadership on media campaigns, storytelling, and advocacy efforts, helping to ensure AFFA's voice and mission are conveyed effectively.

## Qualifications:

- Bachelor's degree in marketing, communications, event management, or a related field (or equivalent work experience).
- 2+ years of experience in event planning, marketing, or nonprofit communications.
- Strong project management skills with the ability to manage multiple priorities
- Proficiency in social media platforms, website management (Squarespace and WordPress preferred), and email marketing tools.
- Experience creating graphics for various applications (Canva or InDesign preferred)
- Excellent written and verbal communication skills, an eye for detail, and a passion for storytelling.
- Ability to work both independently and as part of a collaborative team.
- Familiarity with and passion for LGBTQ+ advocacy and social justice work is a strong plus.

## Compensation & Benefits:

- **Salary:** Commensurate with experience, within the range of \$40,000 – \$45,000 annually.
- **Health Benefits:** Potential for salary boost or taxable stipend to assist with health insurance premiums.
- **Retirement:** Opportunity to contribute to a 403(b) plan.
- **Paid Time Off:** Generous vacation, sick leave, and personal days.
- **Professional Development:** Opportunities for training and growth in the nonprofit sector.
- **Work-Life Balance:** Flexible work environment.

## How to Apply:

Please submit a cover letter and your resume to [info@affa-sc.org](mailto:info@affa-sc.org). Your cover letter should express your specific interest, qualifications for this role, and where you reside in South Carolina. Please use "Marketing & Events Coordinator – Your Name" in the subject line. Applications will be accepted and reviewed on a rolling basis.

*AFFA is an equal opportunity employer and does not discriminate based on race, ethnicity, national origin, age, familial status, military status, religion, disability, genetic information, sex, sexual orientation, or gender identity and expression. We welcome and encourage applications from people of color, Indigenous people, and transgender people.*