**Special Events & Marketing Coordinator**

Landis Valley Associates (LVA) are seeking a successful experienced and motivated individual for the position of Special Events & Marketing Coordinator at Landis Valley Village & Farm Museum. This full-time position will develop, implement, and coordinate marketing and advertising for the Museum. The position will also oversee the coordination and execution of the special events collaboratively hosted by LVA and the Museum. These include the two largest, Herb & Garden Faire in May and Harvest Days in October, and several smaller scale events throughout the year.

This position reports to the Board of Directors of the Landis Valley Associates. Currently, the position does not provide health insurance.

**Responsibilities:**

**Special Events:**
- Coordinate the planning and implementation of approximately 10 annual events, including a specific budget, timeline, logistics, staff and volunteer needs, and marketing for each event
- Maintain steady communications regarding events between members of various departments
- Conduct planning meetings
- Track income and expenses associated with each event
- Maintain accurate records of demonstrators, entertainers, and vendors
- Prepare and submit to Site Administrator, annual Licensing Agreement of new and established events for all museum programs
- Work with the Development Director to ensure proper visual presentation of sponsors at events

**Marketing:**
- Work independently and with other departments in creating marketing plans. These plans include, but are not limited to, press releases, print advertising, social media initiatives, email marketing and web site maintenance
- Research and stay current on living history topics, museum marketing and program trends
- Develop marketing and advertising materials. Maintain and coordinate advertising schedules, vendors, production, and delivery of materials

**Additional Responsibilities:**
- Participate in cross-department and organizational teams as assigned
- Assist with organization-wide budget preparation
- Attend staff meetings, prepare monthly reports
- Perform other duties as assigned or required

**Qualifications:**
- Associate or bachelor’s degree in a related field, or 5+ years’ experience in a related field
- Excellent written/oral communication skills
- A proven ability to organize and prioritize work, self-motivate, work independently, and work as a team member and with the Board
- Organize and direct public events
- Proficiency in Microsoft Office Suite required. Proficiency in Constant Contact, Little Green Light, Microsoft Publisher, and Adobe Photoshop preferred
- Working knowledge of website design and social media
- Access and evaluate information

Requirements:

This position is 37.5 hrs/week (Monday – Friday) and may include some evening and weekends, or holidays as needed.

An office is provided onsite at Landis Valley Village & Farm Museum with the flexibility to work remote as needed.