



MARKETING & EVENTS COORDINATOR

Posted on February 15, 2022

Position: Marketing & Events Coordinator

Reports to: Assistant Director of Communication

Location: Hybrid; Remote and in Renton/Skyway-West Hill

Position type: Temporary, 0.5 FTE, 20/hrs. per week, Non-Exempt

Duration: March 2022 - December 2022

Salary: \$33.75 - \$47.75

THE OPPORTUNITY

The Renton Innovation Zone Partnership (RIZP) is looking for a Temporary/Part-Time Marketing & Events Coordinator to join our team. Responsibilities will be to assist with the development of external communication materials and provide coordination and support for a variety of Skyway Resource Center duties. This is a temporary position with the potential to be permanent based on funding in the next fiscal year.

The Marketing & Events Coordinator will have full visibility into the work of the RIZP and the Skyway Resource Center, building relationships and developing/executing strategies for RIZ Partnership and/or community-led initiatives. This position will interact with a broad audience, and is suitable for someone who has strong writing, editing, and videography skills with a passion for storytelling.

The Marketing & Events Coordinator will join a rapidly growing team in a fast-paced environment and will work to provide a voice to hard-to-reach families and communities in the Renton Highlands and Skyway/West-Hill neighborhoods. Through this work, this position will partner with community-based organizations, government entities, families, the Renton School District and other stakeholders to bring strategies to life. This is a great opportunity for someone who enjoys grassroots community building and building up historically served communities.

ABOUT THE RIZP

The Renton Innovation Zone Partnership's (RIZP) mission is to lead a relationship-based, data informed collaborative network to advance racial equity and create healthy learning opportunities for all children throughout the Renton Innovation Zone. We support strategies for basic needs, community/family engagement and early learning resources for families and students who reside in the Skyway and Renton Highlands communities. The majority of families and students who reside in RIZP neighborhoods identify as students/families of color. These residents live in an unincorporated area of King County and are limited in resources and available opportunities for just about anything.

Through collaborative efforts, the RIZP works with partners and community-based organizations to bridge these gaps, and to assist in improving educational equity. With much opportunity to expand, this work is primarily focused within four elementary schools within the Renton School District (RSD): Lakeridge, Campbell Hill, Bryn Mawr and Highlands. In February of 2022, we will formally launch our new Middle School Transition strategy, working with Dimmitt and McKnight Middle Schools. As of September 2019, the RIZP has joined RVC Seattle as an Operations Support Partner for fiscal sponsorship.



MARKETING & EVENTS COORDINATOR

ABOUT THE SKYWAY RESOURCE CENTER

The Skyway Resource Center launched in September 2020 after a year of planning and in response to the COVID-19 pandemic. With backbone support from RIZP and help from other agencies and community partners, “pop-up” events have occurred at New Birth Ministries, Campbell Hill Elementary, and currently at the King County Fire District 20 in Skyway.

More than 25 community-based organizations and public entities have provided services and resources to more than 500 community members at these events. Help includes everything from food to diapers and baby essentials to rental and housing assistance, as well as educational programs.

The Skyway Resource Center concept builds off years of community planning, dating back to 2014 and later with the Skyway-West Hill Action Plan, which identified the need to, “establish a space open to the community where service providers can conduct programs geared toward activities to benefit youth, seniors and/or other targeted populations.”

Following the October 2020 announcement that the U.S. Bank location in Skyway would be closing, the bank and community members came together to discuss next steps for the facility with a focus on providing meaningful impact for local residents.

In April of last year, organizers received a Local Community Projects grant from the Washington Department of Commerce, on behalf of the taxpayers of Washington State, for building renovation. The following October, U.S. Bank donated the land and 4,568 square-foot building to KCHA, which will support the redevelopment project to create a permanent location for the Skyway Resource Center and hold the property on behalf of the community until property ownership is ultimately transferred to a community development association.

In the last 12 months, U.S. Bank has expanded its support in the Skyway community, donating \$50,000 to Communities In Schools – Renton for rent and utility support for Skyway residents and providing a \$50,000 Market Impact Fund Grant to RIZP to fund a new immersion program for Title 1 elementary and middle school students in the Skyway/West-Hill neighborhoods.

RESPONSIBILITIES

- Create, maintain, optimize, and evaluate public-facing online content for websites and social media channels.
- Manage the upkeep of the Skyway Resource Center website; including email, and website inquiries, blog, etc.
- Create and manage the Skyway Resource Center Social Media Pages, manage the RIZP social media pages
- Create a content calendar for the RIZP and for the Skyway Resource Center's website and social media pages
- Write and create stories on RIZP community partners highlighting their work
- Develop marketing materials for various RIZP & Skyway Resource Center programs and special events
- Report out on the data, and measure the success of the Skyway Resource Center webpages and the RIZP social media pages to track its optimal performance levels
- Develop ongoing strategies to engage the RIZP audience and to build org. Visibility
- Assist with Skyway Resource Center marketing on the day of events; this includes set up and take down



MARKETING & EVENTS COORDINATOR

MINIMUM QUALIFICATIONS

- Bachelor's degree in marketing, communications, english, writing, journalism or experience in a related field
- Demonstrated personal commitment to anti-racism work, and a detailed understanding of the challenges and barriers faced by communities related to, race, ethnicity, class, ability, immigration status, gender, and their intersections.
- Experience designing and delivering content to advocate on specific issues or challenges.
- Excellent project management and time management skills.
- Proven ability to develop and present clear and persuasive presentations to diverse groups of stakeholders.
- Experience in creating editorial/social media calendars.
- Proficiency in web editing and design and HTML and CSS, Microsoft Office Suite, Adobe Design Suite, and/or other graphic design and photo editing software.
- Experience on project collaboration; working with community members and partnering organizations
- Proven ability for clear and persuasive writing and editing skills, especially in a journalistic and conversational style.
- Ability to work individually or within a team setting and is a self-starter.
- Experience with digital marketing functions including SEO, Content Marketing, Social Media Marketing, WIX, and Email Marketing.
- Must be able to stand for long periods of time, including on concrete, for certain events and must be able to lift up to 50lbs.

ATTRIBUTES OF A SUCCESSFUL CANDIDATE

- Close ties to the Sunset/Renton Highlands and Skyway/West Hill community, and an investment in creating strong partnerships within this geographic area.
- Knowledge of or interest in education issues ranging from early learning through higher education.
- Pay attention to details. Quick to flag and update old website content; can spot patterns in digital analytics; enjoy copy editing; and know the principles behind effective pagination/layout design.
- Thrive in fast-paced, collaborative work environments and can nimbly respond to shifting priorities and can multitask and meet deadlines.
- The ability to translate documents into multicultural marketing- the top 6 languages spoken within the RIZP geographic region are: Spanish, Vietnamese, Somali, Chinese, Amharic, and Tagalog.
- Previous professional experience in communications, design, and event planning.
- Experience creating and editing digital content for target audiences across all multimedia and social platforms including Facebook, Instagram, Twitter, LinkedIn, YouTube and web platforms.
- Experience writing and copy editing, including writing in different voices and styles, for a variety of target audiences.
- Skilled at graphic design, website design, illustration, with an eye for user experience.

Residents of the neighborhoods served by the RIZ Partnership and candidates of color are strongly encouraged to apply.



Renton Innovation Zone Partnership

MARKETING & EVENTS COORDINATOR

LOCATION

This position will be hybrid. Our office is located at 451 SW 10th St, #202, Renton, WA 98057. This position will require working in person to the Skyway Resource Center (12610 76th Avenue South, Seattle, WA 98178) for community events on a bi-weekly basis.

CLOSE DATE

Application deadline is **5:00pm (Pacific Time) on Friday, February 25, 2022**, but the position will remain open until filled.

TO APPLY

- Email:** • riz@rizpartnership.org
- Subject Line:** • "Marketing & Events Coordinator" [Your Last Name]
- Body of Email:**
- Include where you learned about this position
 - Include 3-5 graphic design samples that you created
 - Resume
 - Cover letter elaborating on your experience and why you are qualified for this position.

QUESTIONS

Jasmine RaeLynn
Assistant Director of Communications
jraelynn@rizpartnership.org

For more about the Renton Innovation Zone Partnership, visit www.rizpartnership.org
For more about the Skyway Resource Center, visit www.skywayresourcecenter.org