



## Marketing and Events Specialist

**About JobTrain:** Located on the Menlo Park/East Palo Alto border, JobTrain is a private job-training center and accredited school (accredited by the Western Association of Schools and Colleges - WASC). JobTrain offers an array of career training programs, and computer and ESL classes for adults and youth. Our career training classes, academic support, and employment readiness programs are primarily geared toward individuals needing assistance with overcoming significant academic, career and personal challenges to become successful in school and work arenas. Funded by a combination of donations from foundations and individuals, and federal, state, and private-sector grants, JobTrain's programs and services offer people opportunities to move forward with accomplishing the first steps toward their educational and career goals.

**About the Position:** The Marketing and Events Specialist is a full-time exempt position and works under the direction of the Director of Development & Marketing. The Marketing and Events Specialist will oversee JobTrain's major fundraising events, including the Breakfast of Champions, BRIDGE Awards and other organizational events. The position will also will work with the Director of Development and Marketing, the COO and CEO to identify the branding and messaging needs of JobTrain throughout the year, utilizing all media opportunities and ensuring all collateral materials, website, and digital platforms are well coordinated.

The ideal candidate will have experience in successfully executing large-scale events. Creativity, flexibility and the ability to multi-task are desired qualities.

### Special Events responsibilities include:

- Managing the events, including timelines
- Venue and vendor research, including budget management
- Onsite management
- Coordination of volunteers
- Develop and maintain outstanding relationships with corporate sponsors and other stakeholders
- Coordinate post-event engagement opportunities that may lead to donor/employer support: corporate volunteer–student events; funding opportunities; internship/job placement, etc.
- Evaluate and modify events as needed
- Other event duties as assigned

### Marketing responsibilities include:

- Develop content, manage activities and campaigns to increase awareness for JobTrain's mission and work through social media presence, including, but not limited to: Facebook, Twitter, Instagram, Snapchat and LinkedIn
- Oversee the JobTrain website- content and design
- Work on JobTrain collateral and have knowledge of Adobe Creative suite
- Understand JobTrain's branding requirements
- Develop and maintain a marketing calendar
- Other marketing duties as assigned

### Qualifications:

- Strong computer skills, including Microsoft Office Suite, Salesforce, Adobe Creative Suite
- 3+ years of experience in event planning and management
- Proven organizational skills and project management success
- Outstanding interpersonal, written, and oral communication skills
- Demonstrated ability and desire to function effectively in a fast-changing, deadline driven environment
- Great integrity and a proven ability to operate as a team player
- Demonstrated experience interacting with board members, corporate executives, etc.

**Education:** Bachelor's degree required. Significant successful experience may be considered in place of a degree.

**Salary:** DOE. JobTrain offers a competitive salary; medical and dental benefits; a 403b retirement plan with company match; life insurance; and paid time off. Successful candidates must have legal residency and work eligibility in the United States (per INS Form I-9 instructions). JobTrain may require the successful candidate to undergo a background check before employment is offered. We are an equal opportunity employer.

**To Apply**

Please email your résumé and letter of interest to [info@jobtrainworks.org](mailto:info@jobtrainworks.org). No phone calls, please.  
Position open until filled.