

Event and Program Coordinator Holliday Park Foundation

Job Title: Event and Program Coordinator

Position Type: Full Time

Reports To: Marketing and Development Director

Salary: \$43,000

Holliday Park Foundation Overview

The Holliday Park Foundation (HPF) began in 1990 as a community-led effort to revitalize this essential public space. The Foundation now fulfills a lasting commitment to the health of Holliday Park and the hundreds of thousands of people who visit each year. The Foundation articulates a vision, ensures a commitment to high standards, and works in partnership with the City to provide the leadership and fundraising necessary to continue to improve Holliday Park.

Job Summary

The Event and Program Coordinator supports HPF's mission by managing events, coordinating sponsorships, and assisting with content creation for social media platforms. This position ensures smooth implementation of fundraising and programmatic efforts, working closely with the Marketing and Development Coordinator to grow HPF's impact and visibility. This role is ideal for someone who is creative, detail-oriented, and passionate about community engagement.

Essential Duties and Responsibilities

The main areas of focus for this position are:

- 40% Events Management
- 20% Communications Management
- 30% Sponsorship Management
- 10% Administrative Management

Events Management

- Support the success of HPF's fundraising events such as Trail Run, the Ice Rink, etc.
- Prepare and track event budgets, timelines, and materials in coordination with vendors, sponsors, volunteers, and staff.
- Provide support and leadership to event chairs and related committees. Support may include keeping records, preparing meeting notices and minutes, handling correspondence and meeting with event committees.
- Develop materials related to events including external communications and printed event materials/signage.
- Research and develop new events and/or programs to add to HPF's annual event calendar.

Communications Management

- Assist Marketing and Development Director to communicate HPF's brand and initiatives efficiently and accurately via website, printed materials, social media, email newsletters, etc.
- Manage social media content on Facebook, Instagram and LinkedIn.
- Design and publish print marketing pieces (including the sponsorship materials, fliers, signage, etc.).

- Work with a graphic designer on a limited basis to develop more sophisticated communications pieces including materials for HPF's programs and fundraising events.

Sponsorship Management

- Provide administrative support in the research and solicitation of new and existing sponsors.
- Update and develop sponsorship outreach materials.
- Maintain relationships with existing sponsors and coordinate benefit fulfillment.
- Track sponsor data and ensure accurate acknowledgments and reports.

Administrative Management

- Assist in updating donor and sponsor data in shared Excel spreadsheets.
- Organize mailing lists, prepare donor acknowledgments, and pull campaign reports.
- Support general office tasks related to events and fundraising initiatives.

Required Knowledge, Skills and Abilities:

- Exceptional and effective communication, writing, and editing skills.
- Strong attention to detail and organizational skills, ability to multi-task efficiently and manage multiple deadlines.
- Ability to work independently.
- Excellent 'people person' with the ability to build relationships among staff, board members, and donors.
- Ability to analyze the effectiveness of all marketing and communications efforts.
- Desired computer skills include proficiency with Microsoft Office, Wordpress, MailChimp, social media administration, and graphic design tools (Adobe Creative Cloud and/or Canva preferred).
- Ability to work occasional evening and weekend hours.

Desired Education and Experience:

- Bachelor's degree from a four-year college or university.
- Minimum of 2 years of relevant work experience.

To Apply:

Please submit resume and cover letter to:

Adam Barnes

Executive Director

Abarnes@hollidaypark.org

At the Holliday Park Foundation, diversity, inclusion, and equal opportunity applies to our staff, board of directors and the communities we serve. HPF is an affirmative action and equal opportunity employer and is committed to the full inclusion of all qualified individuals.

Don't meet every single requirement? If your past experience doesn't align perfectly with every qualification but you are excited about this role, we encourage you to still apply. You may be the best candidate for this or other roles.

Applications requested by **February 15, 2026**, but position will remain open until filled.