

Title

Event Coordinator

Position Introduction

Mercy Flight Central (MFC) seeks an upbeat, enthusiastic entry-level creative individual who has a desire to become immersed in the industry and grow with our company. They will help to raise awareness and funds in support our mission to save lives daily throughout the Finger Lakes, Central NY and Adirondacks regions.



The ideal candidate is a pleasure to be around, cool under pressure, extremely detail-oriented, is an ambitious self-starter and takes initiative to help problem solve. They understand the value of creativity, flexibility and possess a sense of humor.

The Event Coordinator will actively participate in the enhancement of the company's marketing and media plan to more effectively connect with our broad audience by:

- contributing innovative ideas and opportunities
- planning and coordination of special events
- elevating our social networking program to a new level
- generating, revising, and enhancing of publicity materials through print and digital media

Minimum Expectations

- Excellent written and verbal communication skills
- Problem analysis and solving
- Social networking experience (required)
- Working command of Adobe Creative Suite products and WordPress (required)
- Must be proficient in Microsoft Office Suite: Word, Excel, Outlook and PowerPoint (required)
- Must have experience in all aspects of event planning
- Must be comfortable making cold calls for product donations
- Must be able to easily build and maintain relationships
- Keen attention to detail
- Good analytical and organizational skills
- High motivation with a sense of urgency and willingness to adjust in a fast paced environment
- Expect to apply their talents towards graphic design projects, print media, digital/social media, and content updates to company website
- Must be able to work productively in a team setting

About MFC

We are the only independent, non-profit organization of air medical professionals in the Finger Lakes, Mohawk Valley and Central New York region. Now in our 25th year, Mercy Flight Central has cared for more than 14,000 critically ill and injured patients. With three helicopters and crews ready to respond throughout the day and night, our teams of professionals provide the highest level of pre-hospital care available to those in their greatest time of need.

Responsibilities

- Create and design print media needs for events including but not limited to posters, flyers, postcards, and invitations.
- Generate content for the company's social media outlets and promotion on Twitter and Instagram using HootSuite, an online social media management tool
- Manage daily social media activities, including posting on all the sites above, foster follower engagement through conversation replies, and monitor related activity to ensure compliance with company and industry privacy requirements.
- Recommend and implement strategies for recruiting new followers and members via social media.
- Work closely and communicate with the other team members to ensure that social media activities are integrated into overall publicity strategies for projects.
- Report to supervisors about social media successes, issues, and lessons learned
- Other duties as assigned including clerical office operations, greeting visitors, and assisting with tours

Qualifications

- Associates Degree required; degree in journalism, marketing, PR or other related field or equivalent working experience will be considered
- Demonstrated team player with excellent interpersonal skills who is able to work with colleagues, donors and volunteers, and is willing to assist wherever needed
- Must be able to work independently, have a commitment to high levels of customer service and excel in a deadline-driven environment that involves multiple, simultaneous projects
- Must possess excellent customer service, teamwork, organizational, time management and communication skills
- Knowledge of current and evolving trends and methods in the field of social networking
- Excellent oral and written communication skills
- Assess program and event marketing for effectiveness and appeal of audience

Apply at: <https://mercyflightcentral.recruiterbox.com/jobs/fk0mouk>