

CAPITAL REGION COMMUNITY FOUNDATION

POSITION DESCRIPTION

TITLE: Communications & Events Associate
REPORTS TO: Director of Communications & Events

FLSA: Non-Exempt - PT
Updated: 7/1/2026

POSITION SUMMARY

The Communications & Events Associate is responsible for coordinating paid and unpaid social media. Assists with basic graphic design tasks and website updates. Assists with event planning and provides day-of-event support.

PRINCIPAL DUTIES AND RESPONSIBILITIES

Communications (90%)

- Creates engaging social media content, including photos and videos; ensures all written and visual content aligns with Foundation brand guidelines and strategy
- Schedules and publishes content across social media platforms, with a focus on Meta (Facebook and Instagram)
- Coordinates and optimizes paid social media campaigns using Meta Business Suite; tracks performance and adjusts strategy to meet key objectives
- Creates social media materials using Canva, Adobe Creative Suite (Photoshop, InDesign) or other tools
- Monitors and reports on social media engagement, ad performance, and campaign analytics; provides insights and recommendations for improvements
- Stays informed on current trends and best practices in social media
- Maintains organization and proper filing of design assets, including logos and images
- Assists in keeping website content updated and functional

Event Planning and Support (10%)

- Assists with event planning logistics, including tracking registration
- Assists with vendors, services, and supplies needed for events
- Prepares database campaigns for digital and printed invitation mailings
- Prepares event materials including signage, name tags, programs, and promotional items
- Provides day-of-event support, including setup, clean up, registration, and troubleshooting as needed
- Assists with post-event reports including attendance and feedback summary

Assumes other duties and responsibilities as assigned by the supervisor.

POSITION REQUIREMENTS

Education

A college degree in communications, marketing, graphic design, or a related field is preferred.

Experience

This position requires 1-2 years of experience in digital communications, social media management, and graphic design. Experience with Meta Business Suite for managing digital advertising campaigns is preferred.

Supervisory Responsibilities

This position does not have any supervisory responsibilities.

Knowledge, Skills, and Abilities

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. Some physical abilities are necessary.

Hard skills:

- Exceptional writing, comprehension, and editing abilities for social media, digital communication, and website content
- Cross-functional collaboration and analytical abilities
- Proficiency in creating visual content using Canva or Adobe Creative Suite (e.g., Photoshop, InDesign, Illustrator)
- Familiarity with Meta Business Suite for social media management and advertising.
- Comfortable working with email marketing platforms (e.g., MailChimp, Constant Contact)
- Knowledge of analytics tools to track social media and digital campaign performance.
- Basic knowledge of event planning processes, including vendor coordination and logistics
- Strong attention to detail with accurate data entry and task management skills

Soft skills and traits:

- Excellent communication and interpersonal skills for working with colleagues, vendors, and community partners
- Positive, adaptable, collaborative, and proactive attitude
- Strong organizational skills with the ability to manage multiple projects and meet deadlines
- Creative mindset with the ability to think strategically and propose innovative ideas.
- High ethical standards and ability to maintain confidentiality
- Self-starter with problem-solving abilities and a results-oriented mindset
- Comfortable working independently and as part of a team

OTHER POSITION REQUIREMENTS:

This role may occasionally require evening or weekend hours to support events. The qualifications listed above serve as guidelines for selection; alternative qualifications may be considered if they sufficiently meet the job requirements.