



**Position Title:** Marketing + Events Coordinator  
**Reports to:** Director of Brand + Creative Strategy  
**Commitment:** Full-time with some evenings and weekends  
**Office:** Aspen, CO

**Job Objective:** At CORE, we help the Roaring Fork Valley save energy and cut carbon emissions so that together we can protect our climate. Our vision is a stable climate, strong economy, thriving community and engaged citizenry. The Marketing + Events Coordinator, alongside the Director of Brand + Creative Strategy, helps us achieve this by spreading the word about our programs and engaging the community to take action. We are seeking a team member who will bring knowledge, passion, innovation, helpfulness, a practical nature and a collaborative spirit to this role.

**Scope:** The Marketing + Events Coordinator executes CORE's Strategic Communications Plan whose goals are three-fold:

- Establish CORE as an innovative leader and the go-to for sustainable energy solutions
- Increase participation in CORE's programs
- Create a community and culture of saving energy

Reporting to the Director of Brand + Creative Strategy, this team member collaborates with all members of the CORE team (including Programs, Community, Accounting and Administrative staff), as well as CORE's members and partners. The Marketing + Events Coordinator must frequently make decisions balancing creativity, budget, brand, and environmental considerations, all while prioritizing CORE's mission and vision.

**Duties and responsibilities:**

- Organize and execute all aspects of CORE events, including timelines, budgets and tracking
- Develop and execute multi-platform marketing campaigns (in partnership with a graphic designer), including print, broadcast, digital, social, email, outdoor and experiential, among others
- Assist Director of Brand + Creative Strategy with editorial and administrative projects as needed

**Organizational Skills:**

- Work with Director of Brand + Creative Strategy to develop annual strategic communications plan
- Develop and manage advertising contracts and campaigns
- Administer digital platforms: digital, email and social
- Coordinate annual partnership programs, including development of sponsorship deck, partnership communication, benefits delivery
- Manage all marketing and event assets, supplies, and guest lists
- Track impact of marketing and events

**Financial Strength:**

- Coordinate with Administrative Coordinator on invoicing and maintenance of financial records
- Negotiate affordable rates with vendors
- Follow up with and thank supporters, sponsors, and attendees
- Assist in design, tracking and management of marketing budget

**Skills and Qualifications**

- Highly detailed- and deadline-oriented with superb organizational skills
- Excellent verbal and written communication
- Bachelor's degree and 3-5 years professional experience in marketing and event production
- Proficiency in Google Suite, MS Office, Wordpress, and CMS programs; In-design a plus
- Calm under pressure

**Salary and Benefits**

Competitive salary commensurate with experience; flexible work schedule; and opportunity for growth. Benefits include: health insurance, ski pass or health benefit, and HSA and retirement benefits.

Please submit resume and cover letter by May 24, or questions, to [jobs@aspencore.org](mailto:jobs@aspencore.org). No phone calls please.