



FLORIDA STATE[®]

SEMINOLE BOOSTERS

Position Title: Member Engagement Coordinator

Reports to: SVP of Marketing and Annual Giving

Position Purpose:

This position will focus on events and opportunities for nurturing the relationships with all of our annual and prospective members and connecting constituents to the mission.

Principal Responsibilities:

- Content – Deliver exclusive content for members by coordinating year-round behind-the-scenes access for all sports and planning new ways to engage members and prospective members in meaningful ways to drive excitement, enthusiasm and loyalty
- Event planning and execution – Many events throughout the year to include Membership socials, Appreciation Tailgates, Out-of-market strategies, Coaches Clubs events, and virtual/online presentations
- Volunteerism – Manage referral incentives and Influencers in out-of-area markets and on social media
- Access/Experiences – Coordinate game day and other experiences including pregame on field, facility tours, post-game on-field, special messages from the coaches, president or athletic director, and Golden Moments
- Social media - Manage accounts, create meaningful posts to connect with or move people to action, utilize social media as a communication and marketing tool, schedule posts and content, engage with fans, answer comments and direct messages
- Email communication - Oversee and deliver all organizational e-communications to members, donors and prospective donors via the Paciolan Marketing Automation and Oracle platforms, and work with the team to develop communications and graphics to distribute

Education & Experience:

- Bachelor Degree required
- Minimum of 3 years of experience in these areas (content, events, social media, email marketing)
- Experience working with a complex donor database preferred
- Successful completion of an employment and/or criminal history background check required.
- Proven ability and success in a fast paced and constantly changing environment

Skills and Abilities:

- Knowledge of event planning basics and common terminology used to communicate effectively with vendors



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- Proficiency in a networked environment with Windows with a variety of software applications including email, Excel, Word, and Web navigation
- Careful attention to detail and strong organizational skills with a capacity to meet the requirements of deadline-driven work
- Ability to manage and prioritize multiple responsibilities
- Excellent communication skills to include effective writing and interpersonal skills
- Ability to effectively and efficiently solve problems and stay composed and focused in pressing situations
- A self-starter, comfortable working with a team and independently and the ability to take direction and constructive criticism
- Establish and maintain positive relationships, facilitating an environment of collegiality
- Ability to converse with a wide range of audiences, including internal staff, University staff and dignitaries, donors, vendors, etc.
- Ability to work flexible hours, including evenings and weekends
- Ability to travel
- Professional demeanor