

# **Guadalupe Business Association**

## **Part-Time Association Coordinator**

### **Overview**

The Association Coordinator will provide marketing and administrative support to the Guadalupe Business Association, a newly formed IRS 501(c)6 business league. The Coordinator will be instrumental as the organization seeks new members and helps to develop both internal and external marketing programs promoting the community to current and prospective residents and businesses.

The Association Coordinator is a fixed one-year, part-time, up-to 80-hours per month, contracted position offered at the rate of \$20 per hour. Position has a fixed, not-to-exceed monthly budget but offers highly flexible work hours that can be coordinated to meet the requirements of the individual and organization.

The Board of Directors GBA will review the Coordinator's work progress, effectiveness, and schedule, and provide general direction to the Coordinator; he/she may also be required to respond to specific direction of other members of the GBA leadership team or committee chairpersons as approved by the Board of Directors.

Pending the lifting of COVID-19 restrictions and recommendations, the Coordinator will primarily work from home and be available via phone, e-mail, and video conference (Zoom) for scheduled meetings. When restrictions are lifted, the majority of work will be done in and around the Guadalupe community, including, but not limited to meeting with the Board, association members, and prospective members. If needed, additional office space may be made available in Santa Maria

### **Job Description**

The Association Coordinator will:

- Conduct outreach to local businesses, individuals, and supporters to grow the membership of the GBA
- Update and maintain contact and membership information in GBA databases (Including, but not limited to the website, mailchimp, etc.)
- Respond directly to inquiries about GBA membership, services, and events or direct inquiries to appropriate GBA leadership or committee chairpersons
- Manage logistics for regular GBA meetings and supporting leadership in developing agendas, securing presenters, and recording/archiving meeting records

- Lead and coordinate GBA process to advertise, identify, and work with the board to contract a vendor to develop a marketing plan for the GBA
- Perform other organizing and operations tasks as directed by GBA leadership

### **Preferred Experience and Qualifications**

- Experience managing volunteers, members, and committees of a non-profit organization.
- Experience in marketing or demonstration of a strong grasp of basic marketing concepts.
- Demonstrated proficiency in public speaking or one-on-one sales skills.
- Associates degree or significant related experience in a like position.
- Proficiency in Microsoft Office or other office software suites (e-mail, document creation, spreadsheets, and presentation tools).
- Experience with Adobe Creative Suite or equivalent for marketing purposes
- Experience with Google Analytics
- Experience with or willingness to learn web-based marketing and membership management tools.
- Spanish speaking required; Spanish Reading and Writing highly desirable.

### **Minimum Qualifications**

- Operation of a motor vehicle safely and legally (proof of driver's insurance, valid driver's license and use of personal vehicle required)
- Demonstrated dependability and reliability with respect to timeliness, responsiveness, and ability to work independently and efficiently with minimum direct supervision