



IOWA ASSOCIATION OF BUSINESS
AND INDUSTRY FOUNDATION

Making a Difference in the Lives of Iowans.

LEADERSHIP★IOWA
UNIVERSITY

LEADERSHIP
IOWA
THE COURSE FOR OUR STATE



PROGRAMS & ENGAGEMENT COORDINATOR, ABI FOUNDATION

Please send cover letter and resume to: Becky Coady, Vice President, ABI Foundation; rcoady@iowaabi.org

POSITION SUMMARY

This position is responsible for developing and executing strategic marketing efforts on behalf of the ABI Foundation in order to generate community awareness and engagement. This team member will take the lead on the ABI Foundation's digital presence, and help to maintain a consistent brand and voice for the ABI Foundation in all materials provided to program participants and alumni, volunteers and other stakeholders. This position supports the mission of delivering valuable programming for high school students, college students, and professionals to expand their knowledge of opportunities in Iowa and enhance their personal leadership skills. This role is an integral part of a professional team, providing marketing and program support for ABI Foundation programs: Leadership Iowa, Business Horizons, Leadership Iowa University, and other associated events.

ORGANIZATION OVERVIEW

For 40 years, the ABI Foundation has worked to improve the lives of Iowans by developing and delivering programs for high school students, college students, and adult professionals. These programs are designed to enhance individual responsibility, develop an educated workforce, and foster active leadership on local and statewide levels.

The ABI Foundation's programs include:

- **Leadership Iowa** (40 years)
Leadership Iowa is Iowa's premier, statewide issues-awareness program. Leadership Iowa educates, inspires and develops a network of informed leaders and encourages ongoing involvement in communities and the state.
- **Business Horizons** (39 years)
Business Horizons is a 5-day summer program that offers Iowa high school students (grades 9-12) the opportunity to experience the business world through hands-on leadership, teamwork and personal development activities.
- **Leadership Iowa University** (13 years)
Leadership Iowa University is a 5-day program in August that provides college students with unique personal and professional development experience and first-hand knowledge of opportunities in Iowa.
- **Elevate Advanced Manufacturing**
Elevate Iowa is a statewide integrated marketing campaign promoting careers in advanced manufacturing.

ABI Foundation also works closely and in partnership with several other organizations and entities across the state to help advance work that aligns with the ABI Foundation mission.

WORK SCHEDULE

Regular work hours (during non-program weeks): Mon-Fri, 8:00 a.m. - 5:00 p.m. Extra hours may be required at times to complete projects or in preparation of events/programs.

Leadership Iowa Sessions & ABI Conference: Overnight in-state travel required. Sessions are Wed. – Fri., once per month Oct. – June. Attendance at full monthly session may be flexible. ABI Annual Conference is 3-4 days in June.

Business Horizons: One-week program with overnight stays on college campus: (July 17-21, 2022; Pella)

Leadership Iowa University: Long hours required program week; possible overnights (Aug. 7-11, 2022; Des Moines)

POSITION ACCOUNTABILITIES

PROGRAMS/EVENTS

- Provide assistance with planning and execution of ABI Foundation programs
- Help to manage program volunteers, participants, boards/committees, and alumni with items including but not limited to: participant mailings/outreach, volunteer coordination, alumni engagement initiatives.
- Assist with information distribution to volunteers, sponsors and outside stakeholders
- Lead strategic participant recruitment efforts to achieve annual program participation goals
- Represent and promote the ABI Foundation and/or its programs at conferences, events and trade shows
- Help maintain organization databases; perform other administrative duties, as needed
- Take photos during events; assist with on-site technology and general event needs
- Provide staff support before, during and after ABI and ABI Foundation events and programs

COMMUNICATION/ENGAGEMENT

- Develop and execute an annual communication plan for the ABI Foundation to achieve organizational goals
- Manage digital marketing efforts on behalf of the ABI Foundation and its programs including but not limited to: social media, newsletters, website, etc.
- Work closely with ABI Marketing & Communication Director and act as project manager and liaison between the ABI Foundation and vendors/outourced assistance.
- Prepare engaging written material such as: brochure and email copy, annual and monthly publications, etc.
- Create and/or update slideshows, presentations, informational packets, etc.
- Maintain consistent brand standards in all ABI Foundation materials
- Proactively generate creative concepts, collateral and engaging messaging
- Provide marketing support to team members, as needed.

KNOWLEDGE, SKILLS & ABILITIES

- Excellent oral, interpersonal and written communications skills
- Knowledge of digital and traditional marketing trends and strong desire to maintain and enhance expertise
- Exceptional attention to detail; ability to effectively manage multiple complex projects simultaneously
- Ability to learn quickly and produce quality work under minimal supervision
- Able to work and communicate with a variety of populations (e.g. high school, college, professionals)
- Must have positive and professional attitude, be a team-player and possess solid work ethic
- Strong problem-solving and decision-making skills; ability to think and act in a proactive manner
- Experience working in cross-functional teams and holding a high level of personal accountability
- Demonstrated proficiency with Microsoft® Office products and comfortable with technology
- Ability to work the time necessary to complete projects and/or meet deadlines
- **Experience with any of the following is a plus:** Social media management (multiple channels), graphic design, photography and photo editing, Adobe Creative Suite, content management systems (CMS), customer relationship management (CRM) systems/databases, website management, e-mail marketing, event management, recruitment, project management

In summary, this person will be a highly detailed and organized self-starter, with a passion for mission-driven work and the great state of Iowa. This person will be an excellent communicator with experience in the field of digital and/or traditional marketing and communication. He/she will be a team player and willing to provide support to the ABI and ABI Foundation teams, while also able to work independently on a variety of projects.

EDUCATION AND PREVIOUS EXPERIENCE

A bachelor's degree in marketing, communications, graphic design, event coordination or similar is desired. 2+ years of related internship and/or post-graduate work experience is preferred. Experience and/or high interest in association, foundation and/or non-profit work is helpful.