



REQUEST FOR QUALIFICATIONS

Pomperaug River Watershed Coalition (PRWC) is accepting qualifications for a contracted **Event Coordinator** position to lead the planning for **Woodbury Earth Day** which will be held on **Saturday April 29, 2023** at Hollow Park in Woodbury, Connecticut.



About the PRWC: PRWC was founded in 1999 by conservation-minded citizens in response to increasing threats to local water resources. Since then, PRWC has evolved into a nationally recognized model for scientific investigation, municipal assistance, stakeholder collaboration, community education, and volunteer engagement. Today, PRWC's mission is to promote the use of science and education to ensure plentiful high quality water in the Pomperaug Watershed communities. We share our knowledge and expertise with others committed to the protection of water resources for future generations. To learn more about PRWC and its programs and initiatives, visit www.pomperaug.org.

About Woodbury Earth Day: Woodbury Earth Day is presented by PRWC with support from a dedicated team of volunteers. Woodbury Earth Day is a family-friendly celebration featuring earth-friendly activities, programs and demonstrations, vendors and exhibitors, and some of the best food trucks in Connecticut. The goal of the event is to provide opportunities that help protect and improve our environment and encourage people to adopt earth-friendly practices while also supporting the local community. The first annual Earth Day celebration in Woodbury was hosted 29 years ago by New Morning Market and the celebration grew each year to become the largest Earth Day celebration in Connecticut. The event welcomes upwards of 100 vendors and 6,000 visitors to Woodbury. For more information about the event, visit www.woodburyearthday.org.



Position Function: Lead in the planning and execution of Woodbury Earth Day which includes:

- Scheduling and securing venue and permits.
- Coordination with outside vendors and services.
- Vendor/exhibitor registration.
- Scheduling special activities.
- Volunteer recruitment and scheduling.
- Mailing list management and targeted email communications.
- Organization of collateral and promotional materials.
- Event marketing (website, social media, media coverage, etc).
- Sponsor solicitation.
- Management of project timelines.
- Budget tracking.
- Overall event logistics (site layout, event flow, etc).

Desired Skills and Experience:

- Strong ability to set priorities and meet deadlines; and to be well-organized when managing multiple tasks at a time.
- Motivated, collaborative team player who builds strong relationships internally and externally.
- Ability to effectively communicate (verbal and written) in English
- Flexibility, enthusiasm, dependability, and ability to work effectively with many different types of people in a variety of settings and with a variety of communication methods (phone, email, in-person, video conferencing, etc.)
- Demonstrated proficiency in common office software programs, including Word, Excel, and Google equivalents.
- Graphic design and familiarity with common software platforms including but not limited to Canva, InDesign, Photoshop, Acrobat Professional.
- Proficiency with online marketing and communication tools including but not limited to MailChimp, Wix, and all social media platforms.
- Past large scale event coordination experience preferred.

Compensation: This is a contracted position wherein the Event Coordinator will be paid monthly. Wages are expected to range between \$16-20/hr depending on experience. Initial event coordination between February 1 and April 14 will require approximately 10 to 14 hours of work per week. Two weeks prior to the event (April 17-29), it is anticipated the contractor will be needed approximately 40 hours per week. This includes time served day of the event and field layout the day prior. Schedule is negotiable however work during regular business hours is preferred, occasional evenings for committee meetings may be necessary. Remote work may be considered.

To Apply: Please submit a single PDF document that includes a cover letter, resume, and a sample of your work (no more than 2 pages) by January 31, 2023, to Carol Haskins at chaskins@pomperaug.org with subject line: "Qualifications for Earth Day Event Coordinator".

The Pomperaug River Watershed Coalition is an equal opportunity employer and welcomes a diverse pool of candidates in this search.