



Marketing and Events Manager

Remote in Iowa

(Candidate must reside in Iowa. Preference for candidates located in Iowa City/Cedar Rapids Corridor or Des Moines)

Salary range: \$58,000–\$68,000 annually

Reports to the President & CEO

Exempt Position

Iowa Women's Foundation (IWF) is committed to improving the lives of Iowa's women and girls through research, education, collaboration, advocacy and grantmaking. IWF is a statewide organization dedicated to funding programs, conducting research and advocating for women and girls in every community in Iowa. We are seeking a highly organized, creative, and relationship-oriented Marketing and Events Manager to help elevate our visibility, strengthen engagement with supporters and partners, and execute high-quality events and communications across Iowa.

Position Summary

The Marketing and Events Manager position combines marketing, communications, event management, digital engagement, and administrative coordination to advance organizational visibility and support fundraising and relationship-building goals.

The ideal candidate is a strong project manager who can move seamlessly between strategy and execution, from developing social media content and email communications to coordinating statewide events, managing vendors, preparing event materials, and ensuring every detail of an event reflects the organization's brand and mission.

This position requires someone who is highly organized, collaborative, creative, responsive, and comfortable managing multiple priorities and deadlines.



Key Responsibilities

1. Marketing & Communications — 40%

- Implement the organization's marketing and communications strategy across multiple platforms.
- Partner with marketing agency partner to develop, write, edit, and coordinate content for:
 - Website
 - Email communications and newsletters
 - Social media
 - Print and digital materials
 - Event communications
 - Donor and stakeholder communications
- Maintain a consistent organizational voice, brand, and visual identity.
- Develop social media calendars and coordinate timely content.
- Gather stories, photos, testimonials, statistics, and other content that demonstrate organizational impact.
- Coordinate website updates and ensure information is current, accurate, and engaging.
- Support development of marketing materials, presentations, fact sheets, invitations, annual reports, and other collateral.
- Partner with marketing agency partner to track basic marketing metrics and provide regular reports on engagement and reach.
- Identify opportunities to increase the organization's visibility across Iowa.

2. Event Management — 40%

- Coordinate the planning and execution of organizational events ranging from small gatherings to major statewide events.
- Develop event timelines, work plans, checklists, budgets, and production schedules.
- Coordinate venues, caterers, speakers, vendors, sponsors, volunteers, and event partners.
- Manage invitations, registration, RSVPs, reminders, nametags, programs, signage, and event materials.
- Coordinate event communications before, during, and after each event.
- Support logistics for major fundraising events, including annual luncheons, receptions, donor gatherings, community events, and statewide convenings.
- Coordinate event-day logistics and serve as an organizational representative.



- Manage post-event follow-up, including thank-you communications, photographs, surveys, and evaluation.
- Track event expenses and maintain accurate event records.
- Identify opportunities to improve the attendee and donor experience.

3. Statewide Engagement & Relationship Support — 10%

- Support statewide outreach to donors, community partners, nonprofit organizations, businesses, and other stakeholders.
- Assist with community visits, regional gatherings, and statewide engagement activities.
- Help identify opportunities to expand the organization's presence and visibility in communities across Iowa.
- Maintain organized contact lists and event participation records.
- Support relationship-building activities that advance fundraising and organizational goals.

4. Administrative & Team Support — 10%

- Maintain organized marketing, events, and communications files.
- Manage calendars, deadlines, and project tracking.
- Assist with preparation of reports, presentations, and board materials.
- Coordinate with internal staff and external consultants, vendors, and partners.
- Participate in staff meetings and organizational planning.
- Take on other responsibilities that support the organization's mission and strategic priorities.

Required Qualifications

- Bachelor's degree in marketing, communications, public relations, event management, nonprofit management, or a related field or equivalent professional experience.
- 5+ years of experience in marketing, communications, event planning, nonprofit, public relations, or a related field.
- Demonstrated experience coordinating events from planning through execution.
- Strong writing, editing, and verbal communication skills.
- Excellent project management and organizational skills.
- Experience managing multiple projects and deadlines simultaneously.
- Strong attention to detail.
- Experience with social media platforms and digital communications.



- Ability to work independently while also collaborating effectively with a small team.
- Ability to travel periodically throughout Iowa, including occasional evenings and weekends for events.

Preferred Qualifications

- Experience working in a nonprofit, foundation, association, or philanthropic organization.
- Experience with donor or fundraising events.
- Experience with email marketing platforms such as Constant Contact.
- Experience with website content management systems.
- Experience with Canva or Adobe Creative Suite.
- Experience with event registration platforms.
- Familiarity with CRM systems.
- Experience creating photography, video, or other digital content.
- Understanding of Iowa's nonprofit, philanthropic, or community landscape.

Core Competencies

The successful candidate will demonstrate:

- **Project Management** — Plans ahead, manages details, meets deadlines, and keeps projects moving.
- **Communication** — Writes clearly and compellingly and communicates effectively with diverse audiences.
- **Creativity** — Brings fresh ideas to marketing, storytelling, events, and audience engagement.
- **Relationship Building** — Builds positive relationships with donors, partners, vendors, volunteers, and community leaders.
- **Execution** — Turns ideas into high-quality deliverables and events.
- **Judgment** — Understands priorities, handles sensitive information appropriately, and knows when to seek guidance.
- **Adaptability** — Comfortable working in a dynamic, small-team environment where priorities may shift.
- **Mission Alignment** — Demonstrates a genuine commitment to advancing the organization's mission and creating positive change across Iowa.



What Success Looks Like

Within the first 12 months, success in this role will include:

- Establish baseline marketing and engagement metrics and recommend annual targets.
- Increase visibility of the organization's work and impact.
- Deliver events on schedule and within approved budgets.
- Implement a centralized annual communications and events calendar.
- Establish consistent post-event evaluation and reporting.
- Improve timely collection and use of impact stories from grantees and partners.
- Strong collaboration with marketing agency partner, team members and organizational leadership.

Compensation & Benefits

Salary: \$58,000–\$68,000 annually, commensurate with experience and qualifications.

The organization offers a competitive benefits package that will include:

- Health, dental, and vision insurance
- Retirement plan contribution
- Paid vacation and holidays
- Flexible work environment
- Professional development opportunities
- Mileage reimbursement for approved statewide travel

HOW TO APPLY

To be considered for the Marketing and Events Manager position, please send a cover letter, resume and salary requirements to jobs@iawf.org.

Please include your name and Marketing and Events Manager in the subject line.

Equal Employment Opportunity

Iowa Women's Foundation is an equal opportunity employer and is committed to creating an inclusive workplace. We encourage qualified candidates of all backgrounds to apply. Reasonable accommodations are available throughout the application and interview process; applicants may contact jobs@iawf.org to request an accommodation.