

## **Community Relations Specialist**

Heart of the Game, a 501© (3) providing free Automated External Defibrillators to youth sports clubs, and GOLDLAW, a personal injury law firm based in West Palm Beach, Fla., seeks an extremely energetic marketing individual to serve as its Community Relations Specialist. See [www.heartgame.org](http://www.heartgame.org) and [www.GOLDLAW.com](http://www.GOLDLAW.com).

This is an in-office, full-time role reporting to our Marketing Manager. We're seeking an experienced events and sponsorships specialist who exudes positivity, friendliness, and warmth.

Candidates who are invited to interview should come prepared by having reviewed the charity's and the law firm's social media profiles and bring recommendations on how we can enhance our outreach to the communities we serve.

You will be responsible for developing, implementing, and monitoring the firm's public-facing community marketing efforts.

You'll serve as the marketing team's liaison to the other teams by informing them of the upcoming sponsorship events and charitable fundraisers. A highly organized project leader with natural enthusiasm and an engaging personality will excel in this role.

This is a full-time position, with occasional paid overtime as required.

The annual pay starts at \$45,000+ or more, depending on your experience. This is an hourly position. It also includes opportunities to earn quarterly bonuses based on meeting specific performance metrics.

### **RESPONSIBILITIES**

**SPONSORSHIPS & DONATIONS:** Manage the planning and execution of sponsorships by evaluating requests and managing the approved sponsorships and donations.

1. Maintain and track past sponsorships participation and results.
2. Develop and foster relationships with local charity organizations, community groups, and various educational and emergency responder groups.

**2. EVENTS:** Develop and operate marketing events, raffles, and outreach campaigns.

1. This includes ensuring we have met event requirements, completed applications, and that requested payments are made to event organizers.
2. Tracking the effectiveness of our firm participating in a community event as a sponsor and measuring our intended results, which may include increasing brand

awareness, educating potential clients about their rights and our legal services, generating new leads, and strengthening organizational or business relationships.

3. Must be present on-site and engaging with the public and other vendors.
4. Coordinate meetings and promotion of our scholarship program for students aspiring toward a future as an attorney

3. PROMOTIONAL ITEMS: Manage ordering, monitoring inventory, and distributing promotional items (i.e., swag) and our printed marketing materials.

4. REFERRALS: Augment and bolster existing relationships within our expansive network of referral partners, which include other lawyers and law firms, medical providers, community leaders, and trade or associate groups.

## Requirements

### REQUIREMENTS

- At least five years of professional experience in organizing community and conference events and overseeing all aspects of fulfilling responsibilities as an event sponsor.
- Superb oral and written communication skills.
- Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.
- Available to work at events and gatherings during occasional evenings and weekends. You will be expected to spend a substantial amount of time “in the field.”
- Professional experience in using project management software (i.e., Wrike, Asana, Trello) to manage multiple tasks and responsibilities.
- Demonstrated work experience in problem solving, multi-tasking, and strategic thinking when it comes to shifting priorities.
- Extensive experience using social media platforms to promote work culture, community involvement, and to engaging with a business’ followers and the public at large.
- A knack for developing trust with different personalities and diverse backgrounds when communicating with both professionals and members of the public.
- Bilingual in written and spoken Spanish is a plus, but not mandatory

If interested, please send a well-crafted cover email or letter and your CV to Marketing Director Mike Wells at [Mwells@800goldlaw](mailto:Mwells@800goldlaw) and Michelle Winfree (Chief People Officer) at [Mwinfree@800goldlaw.com](mailto:Mwinfree@800goldlaw.com).