

Marketing & Events Associate

About Us

Abilities Workshop and Bright Feats produce impactful community events and family resources, including the AHA National Conference, the Makers Market, the Hero Run 5K, regional Bright Feats directories, and caregiver education programs that support families nationwide.

Position Summary

The Marketing & Events Associate supports event planning, digital marketing, community outreach, and intern coordination. This role helps manage vendor communication, oversee social media and newsletter calendars, and assist with all major events across the organization.

This is perfect for someone who is creative, organized, and excited to make a difference for families with special needs.

Key Responsibilities

Event Coordination (Primary Role)

Support planning and execution for:

1. Makers Market (vendor recruitment & onsite coordination)
2. AHA National Conference (exhibitors, volunteers, logistics)
3. Hero Run 5K at UCF (registration, sponsors, vendors, packet pickup)

Manage vendor databases, confirmations, and event email communication

Assist with volunteer coordination and event day setup/breakdown

Marketing & Communications

- Create and maintain monthly social media calendars across platforms
- Support content collection and production with interns (photos, reels, posts)
- Draft and schedule newsletters for Abilities Workshop and Bright Feats
- Update website pages, event listings, and registration links
- Organize digital assets, photos, and media from events

Intern & Partner Coordination

- Assign tasks and projects to student interns
- Support communication with community partners, schools, and sponsors
- Track deadlines and follow-up communications

Additional Tasks

- Support the marketing team in creating promotional materials
- Assist with expo booths, outreach tables, and community visibility
- Maintain consistent brand voice and visual guidelines

Qualifications

- Strong attention to detail and love of planning
- Event coordination experience (preferred but not required)
- Solid writing skills—email, social media, newsletter
- Familiarity with Canva, social platforms, and email marketing tools
- Experience managing interns or volunteers (a plus)
- Ability to work occasional evenings/weekends during major events
- Creative, upbeat, and excellent at communication

Hours & Compensation

20 hours per week

Hourly rate based on experience

IN OFFICE schedule with flexibility (Location Altamonte Springs FL)

Opportunity for increased responsibilities during event seasons