

Official Job Posting
Marketing and Communications Coordinator, 2023 Connecting for Success Conference
Massachusetts Association of Vocational Administrators (MAVA)
September 8, 2022

Title

Marketing and Communications Coordinator, 2023 Connecting for Success Conference

Job Summary

The Marketing and Communications Coordinator will develop an informational booklet to publicize the 2023 Connecting for Success Conference. The Coordinator will manage and oversee all marketing for the Conference, be responsible for publicizing the Conference, design all graphics and logos associated with the Conference, and publish any virtual aspects of the Conference. The Marketing and Communications Coordinator will work with the Steering Committee Co-Chairs to ensure a successful Conference.

Overview of MAVA Connecting for Success Conference

The Connecting for Success Conference is run by the Massachusetts Association of Vocational Administrators (MAVA) for its members. It is the largest professional development conference for vocational educators in Massachusetts.

The conference is tentatively scheduled for late June 2023. It will be conducted in-person at Assabet Valley Technical High School in Marlborough, MA.

Duties

- Manage and oversee all marketing
- Update contact information in the MAVA Network
- Publicize the Conference via the MAVA Network
- Design all graphics and logos associated with the Conference
- Create an informational booklet for the conference
- Publish any virtual aspects of the Conference, including links to virtual sessions
- Work with the technology and registration team to ensure all participants have access
- Work with the Steering Committee co-chairs to ensure all ads from sponsors and vendors are published accurately
- Coordinate with the conference co-chairs to ensure a successful conference
- Serve on the Conference Steering Committee and participate in Steering Committee meetings

Requirements

The successful candidate must currently serve or have previously served as an administrator, teacher, or support staff member in a Massachusetts public high school offering one or more Chapter 74-approved programs. Thorough knowledge of all aspects of marketing, design, and communications is required. Experience in publishing promotional materials is preferred. Experience as a teacher in Massachusetts vocational-technical education is preferred.

Technical Requirements

The successful applicant must be adept at electronic communications, including email, Microsoft Word, Microsoft Excel, Microsoft Teams, and the like.

Compensation

The successful applicant will be paid a \$3,000 stipend, to be disbursed at the successful conclusion of the Conference.

Following the Conference, the Coordinator must submit an Invoice for payment.

Job Status

The Marketing and Communications Coordinator is an independent contractor. No employment benefits attach to this position.

Contract Status

This is a one-year position. It is expected to be posted annually.

Selection Process

Candidates must submit a cover letter and current resume to Steven C. Sharek, MAVA Executive Director, at stevesharek@MAVA.us, by September 22, 2022, at 11:00 a.m.

Selection of the successful candidate will be made by the MAVA Officers, upon the recommendation of the Executive Director and Steering Committee Co-Chairs.

Start Date

The successful applicant is expected to begin the job immediately upon selection.

Equal Opportunity

The Massachusetts Association of Vocational Administrators (MAVA) is an Equal Opportunity

Employer. MAVA selects vendors, employees, and independent contractors without regard to race, color, sex, gender identity, religion, national origin, sexual orientation, or disability.

MAVA seeks to actively recruit, welcome, and support a workforce which is diverse and inclusive of all people so that we can support the success and growth of all individuals.

In selecting Steering Committee members, paid and volunteer staff, vendors, consultants, guest speakers, and presenters for the Connecting for Success Conference, the Steering Committee Co-Chairs are expected to be mindful of the need to reflect in those decisions the wide diversity seen in MAVA schools across the state.