



JOB DESCRIPTION: Events & Marketing Specialist

UPDATED: January 2026

PAY RATE: \$25/hour

**Position Purpose:**

The Events & Marketing Specialist is responsible for coordinating and executing all private rental events, supporting Generations-led events, and leading marketing efforts to promote facility rentals, programs, and community engagement. This full-time position plays a key role in revenue generation, brand visibility, and customer experience, ensuring seamless event execution while actively growing Generations' presence in the community.

**Reporting Relationships:**

- Reports to Chief Operating Officer

**Essential Functions:**

- Serve as the primary point of contact for all private event rentals, including but not limited to weddings, baby showers, funerals, corporate meetings, and community gatherings.
- Respond to phone, email, and website inquiries; prepare and follow up on rental contracts and proposals.
- Conduct facility tours, coordinate event details, and ensure customer satisfaction throughout the rental process.
- Coordinate with internal departments including Operations, Food Service, Maintenance, and Healthy Living to ensure smooth event execution.
- Oversee on-site events, including evenings and weekends, addressing staffing, maintenance, and customer needs as they arise.
- Plan and coordinate select Generations-led events such as craft shows and special community events.
- Develop and implement marketing strategies to increase rental bookings, event attendance, and overall brand awareness.
- Create and manage marketing content including social media posts, website updates, flyers, and email communications.
- Represent Generations at networking events, community meetings, and outreach opportunities to build partnerships and generate new business.
- Track and report on rental activity, marketing efforts, and event outcomes to support strategic decision-making.

- Ensure rental spaces are set up and taken down appropriately and comply with safety and facility procedures.
- Perform other duties as assigned.

**MINIMUM QUALIFICATIONS:**

**Education:**

High school diploma or equivalent required; associate or bachelor's degree preferred.

**Experience:**

Two or more years of experience in event coordination, marketing, hospitality, or a related field preferred.

**License/Certification:**

Valid Wisconsin driver's license.

**Skills & Competencies:**

- Strong organizational and multitasking skills
- Excellent written and verbal communication skills
- Customer-focused mindset with strong relationship-building abilities
- Marketing and promotional experience, including social media and digital communications
- Ability to work independently and collaboratively across departments
- Comfortable working a flexible schedule that includes evenings and weekends

**Physical Requirements:**

- Ability to stand and walk for a majority of the shift. Ability to climb, stoop, kneel, reach and pull, lift and carry up to 50 pounds.

**SPECIAL REQUIREMENTS:**

This position is designated as Essential Personnel and may be required to report to work or remain on standby during emergency situations. Must successfully pass a State of Wisconsin background check.

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Employee Signature

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Date