



**MADISON
PUBLIC SCHOOLS
FOUNDATION**

Madison Public Schools Foundation

MARKETING & EVENTS COORDINATOR

Career Opportunity





OPPORTUNITY

There is one thing every student deserves. No matter their background. No matter how they learn best or what language they speak. No matter what – they all deserve and are worthy of an equal chance to thrive.

At the Madison Public Schools Foundation, we are the protectors of that opportunity.

Yes, challenges exist. In fact, that's why WE exist – to find new ways, new programs and new funding that help our schools and students shine. Where some see obstacles, we see opportunity to act and advocate. Naïve? Far from it. Optimistic? Hopeful? Driven? Always.

We break down barriers standing between students and success. Finding innovative ways to meet our schools' increasingly complex needs. Giving them tools they otherwise may not have. We aim to make education excellent for all. And we don't do this for our sake. We do it for them. For students. For teachers. For our Madison Metropolitan School District (MMSD) community. Because creating equity in education is the key to opportunity.



If you find these words resonate with you... ✓

You thrive in an entrepreneurial environment where no job is too big or too small... ✓

Are a realist who is undaunted by the strong headwinds affecting public K12 in Wisconsin... ✓

Love developing high impact relationships and delivering results... ✓

And want to be part of building a community where everyone steps up for Madison's public schools, we'd love to hear from you! ✓



About Us

Incorporated in 2001, the Madison Public Schools Foundation is a 501(c)(3) nonprofit agency that focuses exclusively on delivering support to the Madison Metropolitan School District's 52 schools and 3 major programs; more than 6,000 staff; and 25,000 plus students.

In this time, we have secured more than \$42 million in resources for Madison Metropolitan School District.

Scan to read our
2023 Community Report





MARKETING & EVENTS COORDINATOR

About the Position

The Marketing and Events Coordinator plays an important role on our team, co-developing a growing portfolio of event plans and executing event day logistics, as well as contributing to overall marketing strategies to help achieve the Foundation's mission and vision for success.

With a focus on creating memorable experiences that inspire support for equitable public education, the Marketing and Events Coordinator manages every aspect of event logistics, including concept development, vendor and venue coordination, budgets, timelines, and on-site execution. The ideal candidate brings strong organizational skills, creativity, and an eye for detail to ensure that every event reflects the Foundation's values and strengthens relationships with donors, partners, alumni, and schools.

The Foundation's 25th Anniversary in 2026 is a major milestone, and this role will make significant contributions for leveraging this occasion and executing a multi-channel year-long celebration launching in September. This anniversary serves as an opportunity to leverage prior awareness building initiatives, steward long-time donors, and activate individuals and organizations to engage in our mission and programs.

In addition to event leadership, this role supports the Foundation's marketing and communications efforts by helping develop content, campaigns, and collateral that elevate event visibility, engage audiences, and expand awareness of our mission.

The success of this position will be demonstrated through event attendance, increased program participation, and enhanced financial support, all of which contribute to the well-being of our schools and students. This position is perfect for a highly organized, community-minded professional who thrives on bringing people together, telling meaningful stories, and transforming great ideas into impactful experiences—all in service of ensuring that every student in Madison's public schools has an equal chance to thrive.

Reporting Structure

This position reports to the Marketing Director and collaborates closely with all Foundation team members, including the President.

Key Areas of Responsibility

Event Planning & Logistics (65%)

- Serve as the lead project manager for all five of the Foundation's major annual events.
- In collaboration with the Foundation team, assist with the management of and participate in select MMSD events such as New Educator Orientation and Senior Fairs.
- In partnership with the Marketing Director, develop marketing strategies and tactics to meet event goals and objectives.
- Develop event project plans, including overall timelines and the day-of-show plan and serve as point person for all event logistics.
- Draft talking points or compose full scripts for event program speakers on an as-requested basis.
- Lead the development of on-brand event collateral produced in-house and in partnership with our vendor partners (invitations, event displays/ signage, etc.).
- Lead the development of pre- and post-event communications.
- Lead the execution of a coordinated multi-channel communication plan to reach identified audiences.
- Track performance data to measure progress against established Foundation key performance indicators.
- Based on Foundation goals, develop potential new event ideas and constituent engagement opportunities and venues for Foundation team feedback.





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Marketing Coordination (25%)

- In partnership with the Marketing Director, develop and manage the annual marketing plan and calendar of Foundation events.
- Collaborate with the Marketing Director on project management, messaging and collateral development in support of the Foundation's mission.
- Collaborate with the Foundation team to develop strategies to increase operating revenue through targeted communication and marketing efforts.
- Contribute to the creation of the Foundation's monthly newsletter, partnering with colleagues on content and messaging.
- Support the quarterly Advocacy Newsletter program as requested.
- Perform routine reviews of the Foundation website and make needed content updates.
- Monitor the shared Marketing folders and manage the file organization structure on the Foundation's internal network.
- Work with the Marketing Director to re-launch the Madison Public Schools Alumni Network and develop a communications plan and target goals.

Marketing & Organization Support (10%)

- Attend Board meetings and deliver reports for board members and for relevant committees when requested.
- Share the responsibility to maintain a positive, consistent relationship with MMSD communications staff.
- Represent the Foundation at community events, cultivating relationships that maximize the Foundation's visibility and impact.

Required Qualifications

- Commitment to diversity, inclusion and cultural awareness
- Passion for public education and commitment to students in the Madison Metropolitan School District
- Self-starter with exceptional interpersonal and problem-solving skills.
- Ability to work collaboratively with a diverse team.
- Excellent written, oral and interpersonal skills to comfortably engage and network with individuals at all levels of an organization, including our board members.
- Strong critical thinking and organizational skills with attention to detail.
- Innovative and creative approach to event planning and non-profit marketing.
- Passion for civic engagement and experience making authentic connections.
- Ability to take the work and the mission seriously, while having lots of fun along the way.
- 4-year college degree preferred.





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Experience & Skills

- 3+ years of marketing, event planning and community engagement, ideally in a nonprofit or education-related setting.
- Experience leading communication strategies, managing projects and developing marketing resources.
- Experience working with volunteers.
- Knowledge and understanding of fundraising practices preferred.
- Demonstrated success with prioritizing objectives, meeting deadlines and managing projects to completion.
- Proficiency in MS Office Suite, CRM systems, Google Workspace, and design platforms like Adobe or Canva.
- Experience using project management or event planning tools or platforms.

This job description outlines the general nature and level of work performed by employees within this classification. It is not intended to be a comprehensive inventory of all duties, responsibilities, and qualifications required for this job.

Compensation & Benefits

Salary range is **\$55,000 - \$60,000**, based on experience. This is a full-time, salaried exempt position.

The foundation offers a **comprehensive benefits package**, including:

- Health insurance coverage
- Retirement plan with employer contribution
- Paid time off and holidays
- Monthly cell phone stipend
- Professional development opportunities

To Apply

Interested candidates should submit a resume and cover letter to careers@SchoolsMakeMadison.org.

Applications will be reviewed on a rolling basis; early submissions are encouraged. Resumes will be accepted until December 17, 2025.

The Madison Public Schools Foundation is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

For more information about the Madison Public Schools Foundation, please visit:

SchoolsMakeMadison.org.

