EVENT COORDINATOR

Volunteer Leadership Role • West Coast 4x4 Adventures

ROLE	Event Coordinator	**STATUS**	Volunteer (Unpaid)
REPORTS TO	Club President / Board of Directors	**TERM**	One year (renewable)
EFFECTIVE DATE	October 2026	**CLASSIFICATION**	Leadership Volunteer

1. POSITION OVERVIEW

The **Event Coordinator** is a critical volunteer leadership position within West Coast 4x4 Adventures, responsible for planning, organizing, and executing all club-sanctioned events, trail runs, and community gatherings. This role serves as the operational backbone of the club's event calendar, ensuring that every outing reflects our commitment to safety, camaraderie, and the spirit of off-road adventure.

The Event Coordinator works closely with the President, Trail Masters, Safety Officer, and sponsorship partners to deliver well-organized, memorable experiences for members of all experience levels — from first-time trail riders to seasoned desert explorers. The ideal candidate is highly organized, proactive, and passionate about the off-road community.

> *"Every great trail run starts with great planning. The Event Coordinator is the reason our members can focus on the adventure — because the details are already handled."*

2. CORE RESPONSIBILITIES

Event Planning & Logistics

- Develop and maintain the annual club event calendar in coordination with the Board of Directors.
- Research, scout, and select trail locations, campsites, and event venues appropriate for all skill levels.
- Coordinate all event logistics including permits, land-use authorizations, parking, and convoy routing.
- Prepare detailed event itineraries, safety briefings, and run sheets for each outing.
- Arrange necessary equipment, supplies, and vendor services (fuel points, recovery gear staging, catering).

Communication & Promotion

- Draft and distribute event announcements via club newsletter, website, and social media channels.

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- Coordinate RSVPs and manage participant sign-up lists, waitlists, and carpool coordination.
- Communicate pre-event updates, waivers, and critical trail information to registered participants.
- Collaborate with the Communications Officer to ensure timely and accurate event promotion.

On-Event Leadership

- Serve as the primary point of contact and on-site coordinator during all club events.
- Lead pre-run driver briefings covering trail conditions, hazards, group conduct, and emergency protocols.
- Monitor event flow and adapt plans in real-time to address weather, trail closures, or participant needs.
- Coordinate with Trail Masters and Safety Officers throughout the event.

Post-Event Reporting

- Collect and compile event feedback from participants and leadership.
- Submit an After-Action Report (AAR) to the Board within 14 days of each major event.
- Maintain a master log of all events including attendance, incidents, and outcomes.
- Track event-related expenses and submit reconciled budgets to the Treasurer.

Volunteer & Sponsor Coordination

- Recruit, assign, and brief event volunteers for specific roles (trail sweep, first aid liaison, welcome desk).
- Coordinate sponsor deliverables and activation logistics for events with sponsorship partners.
- Ensure sponsor recognition requirements are fulfilled during and after each event.

3. REQUIRED SKILLS & QUALIFICATIONS

- Proven experience planning and executing events with 20+ participants.
- Exceptional organizational skills with demonstrated ability to manage multiple concurrent priorities.
- Strong written and verbal communication skills; comfortable presenting to groups.
- Proficiency with digital tools including Google Workspace (Docs, Sheets, Forms) and email platforms.
- Ability to remain calm, decisive, and solutions-focused in dynamic or high-pressure field conditions.
- Valid driver's license and reliable 4WD or AWD vehicle capable of accessing moderate off-road terrain.
- Current active membership in West Coast 4x4 Adventures in good standing.
- Willingness to attend a majority of planned events and pre-event scouting trips.
- Familiarity with basic off-road trail etiquette, land access stewardship, and Leave No Trace principles.
- Ability to read topographic maps, utilize GPS navigation tools, and interpret trail ratings.

4. PREFERRED QUALIFICATIONS

- Prior experience in a club leadership, event management, or volunteer coordinator role.

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- Familiarity with Arizona/California public land use regulations (BLM, USFS, NPS).
- Experience coordinating events that include commercial sponsors or brand partners.
- Wilderness First Aid (WFA) or equivalent emergency response training.
- Knowledge of recovery techniques and trail rescue coordination protocols.
- Social media proficiency with the ability to create event-related content independently.
- Experience with membership management software or event registration platforms.
- Background in project management, logistics, or military/emergency services.

5. TIME COMMITMENT

This is a volunteer position requiring a meaningful and consistent time investment. Candidates should carefully review the expected time commitments before applying:

Monthly Board Meetings	2–3 hours	Monthly
Event Planning & Logistics	4–8 hours	Per event
Site Scouting / Pre-Runs	3–6 hours	Per major event
On-Event Coordination	Full day (6–12 hrs)	Per event
Post-Event Reporting	1–2 hours	Per event
General Admin / Communications	2–4 hours	Weekly
Annual planning sessions	4–6 hours	Twice yearly

Total estimated voluntary commitment: **15–30+ hours per month** depending on the event schedule. Peak activity periods align with the fall and spring trail seasons.

6. AUTHORITY & DECISION-MAKING

The Event Coordinator is granted the following authorities to effectively carry out the duties of the role. All major decisions involving budget expenditures above threshold or policy changes remain subject to Board approval:

Event Approval Authority: May approve, schedule, and publicize standard trail runs and club gatherings within the established annual calendar.

Operational Budget: Authorized to approve event-related expenditures up to $300 per event without prior Board approval. Amounts above this threshold require President sign-off.

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Venue & Route Selection: Has final say on trail route selection, staging areas, and venue bookings after consultation with Trail Masters.

Volunteer Assignment: May recruit, assign, and reassign event volunteers and assistants as operationally necessary.

On-Site Decisions: Holds full authority to modify, delay, or cancel an event in progress due to safety concerns, weather, or unforeseen circumstances.

Sponsor Liaison: Authorized to communicate directly with sponsorship partners regarding event logistics and activation fulfillment.

7. WHAT THIS ROLE BRINGS TO THE CLUB

A strong Event Coordinator is one of the highest-impact roles in the club. When this position is filled by the right person, the entire membership feels it:

■ **MORE EVENTS**	More trail runs, meetups, and experiences that keep members engaged and renewing.
■ **STRONGER COMMUNITY**	Well-organized events create the shared memories that bind the club together.
■ **SPONSOR CONFIDENCE**	Polished event execution builds credibility with current and prospective sponsors.
■ **SAFETY CULTURE**	Consistent pre-run briefings and protocols keep every member safer on the trail.
■ **CLUB GROWTH**	Positive event experiences drive word-of-mouth referrals and new member interest.
■ **LAND STEWARDSHIP**	Properly permitted and Leave No Trace events protect access for future generations.

8. HOW TO APPLY

West Coast 4x4 Adventures welcomes applications from all active members in good standing who are passionate about organization, community, and the off-road lifestyle. The selection process is designed to be straightforward and respectful of your time.

Step 1 — Express Your Interest
Send an email to the Club President at president@westcoast4x4adventures.com with the subject line "Event Coordinator Application – [Your Name]."

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Step 2 — Submit a Short Statement of Interest
In 250–400 words, describe your relevant experience, why you want the role, and one idea you'd bring to the club's event calendar. Attach any relevant résumé or leadership portfolio if available.

Step 3 — Informal Interview
Shortlisted candidates will be invited to a brief informal conversation (30–45 minutes) with the President and one Board member, conducted in person or via video call.

Step 4 — Board Vote & Confirmation
The selected candidate will be confirmed by a majority Board vote at the next scheduled meeting. The new Event Coordinator will then begin a 30-day onboarding period alongside the outgoing coordinator or a designated Board liaison.

Application Deadline: Rolling — applications accepted until the position is filled.
Questions? Contact the Club President or any Board member at your next club meeting or via email.

This position description is approved by the West Coast 4x4 Adventures Board of Directors and is subject to annual review. West Coast 4x4 Adventures is an equal opportunity volunteer organization and encourages applications from all members regardless of background or experience level.

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