



BOYS & GIRLS CLUB
OF COLLIER COUNTY

POSITION DESCRIPTION

TITLE: Marketing & Events Manager

PERFORMANCE PROFILE SOURCE: Resource Development Professional

REPORTS TO: Resource Development Director

CLASSIFICATION: Exempt Non-Exempt

POSITION SUMMARY:

Under the direction of the Resource Development Director, the general function of the Marketing & Events Manager is to execute a variety of events and marketing initiatives for the organization. The individual in this position has a high level of responsibility for independent judgment and initiative pertaining to conceptualizing and implementing special events targeting corporate sponsors, major donors, key stakeholders, and community constituents. This is a hands-on position requiring planning and coordination of fundraising events. The incumbent also executes a process to develop and maintain a positive reputation for the organization that results in increased marketing and brand awareness with responsibility for implementing communication strategies; coordinating marketing activities; and increased media coverage for the organization.

QUALIFICATION REQUIREMENTS:

Knowledge

Must have knowledge and hands-on experience with fundraising events; campaigns; marketing initiatives; sponsor development; and donor development concepts. Also, must be able to create and articulate an annual events plan and budget that optimizes fundraising opportunities for the organization. Also, must be able to create and articulate an annual marketing plan and budget that optimizes marketing opportunities for the organization.

Must have working knowledge of special events fundraising and marketing in a nonprofit setting.

Education

Four-year degree in related field from an accredited college or university preferred or must have 5 years or more of executing marketing strategies, event planning, and fundraising leadership.

Experience

Minimum of 2 years of successful experience with degree. Experience with marketing, event planning and development concepts and the ability to think globally as well as activity specific.

Skills required in the following areas.

- Must have effective communication skills, both written and verbal
- Must have presentation skills to effectively communicate mission and goals
- Critical attention to detail; extremely organized
- Self-starter; ability to work independently as well as in a team environment with minimal supervision.
- History of successful procurement of corporate and individual sponsorships for large-scale fundraising events.
- Decision-Making Skills: Analyzing, Fact Finding, Judgment, Systematic Thinking
- Leadership Skills: Developing commitment, Influencing, Providing Recognition
- Relationship Skills: Negotiating, Networking, Relationship Building, Teamwork
- MS Office: Word, Excel, PowerPoint, Publisher and Outlook

KEY ROLES**Marketing Activities:**

- Manage and execute marketing requests for Club related activities.
- Manage relationships with marketing vendors to execute printing and mailings for fundraising events and Club initiatives.
- Support the Resource Development Director in providing direction to independent consultants on the concepts and designs for all printed and digital collateral for fundraising events and organization websites.
- Assist with crafting messaging (electronic and printed) for Club initiatives and fundraising events across all media channels.
- Assists with maintaining public relations, marketing and communication relationships.
- Promote all event marketing to media for magazines, newspapers, social media, and create online listings for events.
- Secure event media sponsorship, partnership, and/or media event emcees.

Event Planning:

- Oversee event management and support (hands-on role).
- Plan, support, coordinate and execute all annual fundraising events.
- Develop and manage third-party cause partnership events to grow the visibility of the BGCCC brand while increasing revenue to support fundraising goals.
- Work with vendors to draft agreements for events services and special guest appearances/speakers
- Manage event planning and preparation to include coordinating/reserving event venues and meetings spaces, organizing event registration processes, and transporting event materials and supplies.

- Schedule, manage and work all special events' details and logistics both internally and externally, with necessary vendors, partners, and internal participating BGCCC departments.
- Ensure setup and breakdown of all events are to the appropriate specifications as requested by BGCCC leadership.
- Work with the Volunteer and Community Partnerships Director to ensure all fundraising events are supported by volunteers and BGCCC staff, as needed.
- Utilize event management software to organize and track event attendance, budgets, and other related information.
- Perform all administrative support duties related to events.
- Monitor expenses and payments for all resource development department events.
- Update all event calendars and communicate event details efficiently and in a timely manner.
- Ensures required event elements are scheduled, ordered, and communicated with event planning committees and BGCCC departments.
- Assist with donor relations and Club events, as needed.
- Create and provide full recaps of each special events program executed at BGCCC.

ADDITIONAL ACCOUNTABILITIES:

Relationships

Internal: Maintain oral and written contact with Resource Development Director, program management staff, and volunteers to exchange information to coordinate activities and to develop consensus on direction and methods for resource development.

External: Coordinate with Resource Development Director to maintain oral and written contact with community and corporate leaders, prospective donors and local residents to seek financial support and provide information regarding Club activities and needs. Maintain oral and written contact with sponsors, other donors, prospects and others for the purpose of exchanging information, ideas and fundraising.

Travel:

Travel estimated at approximately 5-7% (up to 3-4 days in a month – Including weekends – depending upon scheduling requirements). The individual selected for this position must possess and maintain a valid driver's license and be able to navigate areas of the country by using a map or other direction methods. Ability to travel by car, airplane or other modes of transportation required.

HEALTH AND SAFETY:

Contribute to Ensuring a Healthy and Safe Environment

Contribute to Ensuring that Facilities, Equipment and Supplies are maintained

PHYSICAL AND MENTAL REQUIREMENTS:

- Maintain a high energy level.
- Be comfortable performing multi-faceted projects in conjunction with day-to-day activities.
- Exchange ideas, facts and information clearly and concisely in all communications.
- Sit for four-plus hours per day. Standing and bending are necessary to this role.
- See and hear and successfully communicate – including ability to speak, write and read with comprehension.

DISCLAIMER:

The information presented indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, nor is it to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of interns assigned to this job.

TO APPLY:

Qualified interested candidates will send cover letter, resume and salary requirements to Human Resources Dept. Position will remain open until filled.

EOE/DFWP/SFWP