

A Breath of Hope Lung Foundation Job Description

Job Title: Event Manager

Reports to: Program Director

FLSA Classification: Exempt; salaried

Hours: Full-time, including occasional nights and weekend hours

Job Summary: The Event Manager plays a critical role in planning and executing multiple annual signature, fundraising, and patient events in collaboration with the Executive Director, other staff and volunteer leaders. This position is also responsible for event promotion and partnerships that support ABOH with financial, volunteer, and in-kind contributions. The Event Manager is a team player who has a passion for volunteer, donor, and corporate cultivation through events - and shows sensitivity to individuals/families impacted by lung cancer.

Essential Functions:

Event Coordination

- Works with the Executive Director and Program Director to determine overall strategy, goals, and budget for each event
- Acts as the project manager for all events; creates and manages timelines in coordination with other staff to ensure all elements of an event is delivered on time – including the search for and management of event vendors, venue selection, promotion, registration, sponsorship recruitment, event staging, auctions, registration and auction technology, program/speakers, and food/refreshments
- Utilizes best practices in nonprofit event management and ensures all legal requirements are met for fundraising components
- Creates compelling promotional materials and ensure effective use of technology and event platforms; creates content for social media posts to promote events
- Works with Executive Director, Program Director and Communications Manager to develop key messages and stage the program at events
- Communicates professionally with all ABOH stakeholders associated with events
- Evaluates post-event success, gathers feedback, and determines financial return on investment; identifies opportunities to improve results

Individual Engagement and Cultivation

- Strives for continuous improvement in creating engaging and positive participant, volunteer, and donor experiences
- Fully utilizes event technology and platform to ensure a seamless, rewarding user experience
- Recruits, trains, supports, and inspires teams of volunteers to plan and execute events
- Develops and refines volunteer roles for committees and day-of participation
- Contributes to revenue by developing personal relationships with key stakeholders and donors who support events
- Solicits in-kind contributions and sponsorships from individuals, board members, and committee members

- Coordinates post-event recognition, acknowledgement, and appreciation for volunteers and donors
- Provides resources and support to ABOH supporters interested in hosting 3rd party events on the organization's behalf

Corporate Engagement and Cultivation

- Solicits in-kind event donations from local businesses
- Manages all sponsorship logistics, including fulfillment of benefits
- Identifies and supports opportunities for corporate engagement through events
- Coordinates recognition of corporate partnerships, sponsorships, and contributions
- Works with the Executive Director and Program Director to develop and implement a corporate engagement and sponsorship strategy for each event to create mutually beneficial opportunities for corporate partners.
- Actively researches new corporate sponsorship opportunities while focusing on retention of existing relationships.

Tactical Event Execution

- Communicates event logistics and responsibilities to ABOH staff, volunteers, and participants in a timely and professional manner via email, staff meetings and the staff calendar
- Secures and manages external event vendors and coordinates logistical details in a timely manner
- Creates and implements user-friendly event registration
- Designs all event print materials, including flyers, invitations, programs, signage
- Manages and oversees event day-of logistics including problem-solving, welcoming guests, directing set-up and take down, live and silent auctions, event volunteers, vendors, etc.
- Works with Office Manager to order event supplies and materials as needed and to manages event supplies in off-site storage unit
- Ensures all individual and corporate sponsorship commitments are fulfilled and acknowledged

Other

- Actively participates in staff/organizational meetings and activities
- Works with the Program Director to plan and execute ABOH volunteer-appreciation efforts
- Manages ABOH off-site storage unit
- Supervises event interns and/or future event staff
- Ongoing assessment, training and recommendation for event registration & auction platforms.
- Assists leadership with other duties as assigned

Qualifications

Required:

- Bachelor's degree from a 4-year university or college in event management, communications or related field
- Minimum of 2 years of demonstrated success in event management
- Strong computer skills and technical aptitude. Experience with auction and/or event registration platforms.
- Excellent oral and written communication skills
- Excellent organizational skills with attention to detail and ability to work independently
- Self-motivated with an ability to manage multiple projects simultaneously

- Availability to work occasional nights and weekends to support special events and activities
- Demonstrated success in high quality customer service with internal and external stakeholders

Preferred:

- Experience in nonprofit fundraising with emphasis on donor, volunteer, and corporate cultivation through events
- Experience in implementing a corporate engagement and sponsorship strategy to create mutually beneficial opportunities for corporate partners
- Understanding of nonprofit fundraising best practices and legal requirements
- Experience or strong interest in working with volunteers in planning/managing events
- Experience in working with relational databases a plus
- Experience with social media a plus
- Basic graphic design a plus

Competencies:

- Acts with ethics, integrity, and commitment to core values
- Ability to adhere to nonprofit best practices and respect for confidentiality
- Commitment to diversity, equity, and inclusion practices
- Drives for results
- Contributes to successful teams
- Solution focused with effective problem-solving skills
- Resilient and flexible, able to adapt within a fast-moving environment

Physical Demands

- Able to work on a computer for extended periods of time
- Able to stand for long periods of time
- Able to get to and from various work sites/events/meetings in the metro area
- Able to lift 50 pounds

Additional Notes

- ABOH staff are working in a hybrid model with a minimum of 3 days in our Minnetonka office and other days from home
- Must have access to steady internet service when working from home
- Home office equipment, such as a laptop, monitor, supplies, and cell phone are provided
- Due to the vulnerability of the individuals ABOH serves, all staff are required to be up-to-date on COVID vaccines.