



## Position Description

TITLE: Campaigns and Events Manager  
DEPARTMENT: Resource Development and Marketing (RDM)  
REPORTS TO: Director of Campaigns and Events  
FLSA STATUS: Non-exempt, Salaried  
SALARY RANGE: \$50,000 to \$60,000 dependent on knowledge, skills and experience

### POSITION SUMMARY:

The position manages numerous events and campaigns each year by supporting volunteer planning committees and engaging directly in planning and execution. The incumbent will interact directly with donors and must demonstrate donor stewardship best practices. The incumbent serves as administrative lead for fundraising events as instructed by the Director. The position requires a positive attitude and flexibility to work effectively with volunteers, and a familiarity with campaign technology, and ability to work evenings and weekends as events demand. The incumbent will be cross trained to serve as back up to the Development Associate.

### KEY RESPONSIBILITIES:

#### *Organization and Planning*

1. Support implementation of annual campaign strategies as determined by leadership
2. Take ownership of campaign processes and procedures
3. Draft and prepare campaign informational pieces and training pieces for volunteers
4. Monitor and report on campaign revenue and expenses
5. Execute campaign events such as kickoff, mid-campaign engagement and campaign finale
6. Support annual campaign communications
7. Assist the Marketing Associate to produce social media calendars for content related to campaigns and events
8. Organize deadlines, to-do lists, and content related to events throughout the year
9. Serve as the main point of contact for venues, catering, AV services and other vendors
10. Ensure that all expenditures are approved in advance and purchase orders are authorized at the director level or above.

#### *Volunteer and Donor Support*

1. Engage, support and help train annual campaign and event volunteers
2. Assist campaign volunteers with peer-to-peer fundraising pages and with their efforts to plan and execute personal "mini campaigns" that make up the larger campaign
3. Maintain relationships with campaign and event volunteers throughout the year.
4. Ensure timely and effective communications with event sponsors.

**RELATIONSHIPS:**

**Internal:** Reports directly to the Director of Campaigns and Events and works closely with numerous other staff in the planning and execution of events and campaigns. In cooperation with the Director, maintains regular reporting and communication with RD staff on campaign status and progress, on volunteer engagement developments, and on any challenges or assistance needed. Works with Community Engagement Manager to welcome and on-board fundraising volunteers.

**External:** Foster strong relationships with campaign and event volunteers.

**SKILLS & KNOWLEDGE REQUIRED:**

- Experience in nonprofit event planning required
- Bachelor's degree from an accredited college or university
- Three years' experience in nonprofit fundraising
- Strong oral and written communication skills, and good presentation skills
- Excellent interpersonal skills and the ability to work well with all types of people
- Ability to effectively utilize a donor database and programs such as Canva, Constant Contact and the Microsoft Office suite.
- Flexible and adaptable work style with ability to manage competing demands
- Ability to work evenings and weekends as events require.

**MEASURES OF SUCCESS:**

The Manager will communicate continuously with the Director to review progress toward revenue and expense budget assumptions. Preestablished goals include:

- Event and campaign dollars raised
- Numbers of people in attendance (events) or number of donors (campaigns)
- Number and dollars of new donors
- Number and dollars of retained prior donors
- Number of volunteers who plan/support events/campaigns
- Anecdotal reports from volunteers about the planning/execution experience.