



## JOB DESCRIPTION

<b>Job Title</b>	Special Events & Sponsorship Manager
<b>Status</b>	Full time, Exempt Employee
<b>Reports To</b>	Chief Development Officer

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees may be required to follow other job-related instructions and to perform other job-related duties as requested, subject to all applicable state and federal laws. Certain job functions described herein may be subject to possible modification in accordance with applicable state and federal laws.

### Summary

The Special Events & Sponsorship Manager is responsible for providing and overseeing the implementation of all event fundraising and sponsorship for RMHCAA. The Manager will develop the overall plan, revenue projections and budget for events and execute recruitment and engagement with committees, sponsors and event participants.

### Essential Job Functions

- Develop the overall events plan to include, but not limited to, event budget, fundraising goals and revenue forecast, progress tracking system and deadline management for our signature event, Red Shoe Affair.
- Recruit and engage a robust fundraising committee for Red Shoe Affair managing all aspects of the event from décor to auction participation.
- Work with the Development Associate and CDO to identify corporate executives and new prospects to engage as honorary leaders and new committee members for our signature events.
- Create a vision and plan for a second signature event for RMHCAA to create community, family and volunteer engagement in our mission through peer-to-peer fundraising.
- Identify, cultivate and solicit new sources of funding for event sponsorship.
- Work with the Marketing & Brand Advancement Officer to create the layout and design of all fundraising, event and sponsorship materials. (donor solicitation letters, sponsor forms etc.). Create a marketing plan for all events with added opportunities for strategic and creative promotion.
- Work closely with the Development team to develop strategic cultivation strategies and moves management plans for event donors and ensure quality event experiences that leverage deepened relationships with RMHCAA.
- Provide timelines, regular fundraising reports and post event analysis to the CDO/CEO to ensure productive and effective events.
- Continuously research and analyze current event portfolio and best opportunities to provide best ROI on revenue, making strategic recommendations to CDO/CEO on the overall event portfolio on an annual basis.
- Perform other duties incidental to the work outlined in this position description as requested by the Chief Development Officer.



- Contribute to RMH team efforts by maintaining positive, supportive and flexible working relationships with fellow staff and volunteers in the mutual pursuit of providing comfort and care to families of seriously ill or injured children being served by the Ronald McDonald House Charity of Ann Arbor.

**Education and Experience** – An equivalent combination of education, training and experience will be considered

- 5-7 years progressive work in Fund Development, Marketing Communications, public or community relations and/or related fields. Prefer previous event management, and/or non-profit experience
- Ability to manage and coordinate several projects simultaneously.
- Ability to work collaboratively with a wide range of people and personalities.
- Excellent time and project management and organizational skills.
- Excellent presentation skills (persuasion/sales/donor solicitation).
- Excellent written communication skills (solicitation letters, newsletter, direct mail etc.)
- Flexible, diplomatic, trustworthy, creative, poised and professional.
- Enthusiastic, energetic and willing to work as a team member.
- Maintains a professional manner to interact effectively with the Board of Directors, volunteers, staff and community.
- Computer skills include Microsoft Office, Excel or comparable database experience.
- Ability to maintain confidential matters.
- Proven self-starter who works independently.

**Work Environment** – Environmental or atmospheric conditions commonly associated with the performance of the functions of this job.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, must be available to work irregular hours and occasional weekends. The noise level in the work environment is usually moderate. Ability to travel if required.

**Physical Abilities** that are commonly associated with the performance of the functions of this job. The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Light sedentary office work. Frequently required to sit
- Physically able to travel between RMHC-AA locations and others via personal vehicle or similar.
- While performing the duties of this job, the employee is regularly required to stand; walk; use hands to finger, handle, or feel; reach with hands and arms; climb or balance; stoop, kneel; talk or hear.
- Must be physically capable of carrying 35 lbs.