



JOB DESCRIPTION
EVENT AND OUTREACH MANAGER

<u>Classification:</u>	Exempt
<u>Reports to:</u>	Executive Director
<u>Qualifications:</u>	Experience in public speaking; data management; outstanding written and verbal communication skills.
<u>Salary Range:</u>	\$37,500 - \$41,800

Summary of Job Responsibilities:

The Events and Outreach Manager is responsible for planning, budgeting and overall management of Voices for Children's fundraising events and community engagement efforts in each county served (Brazos, Burleson, Grimes, Leon and Madison). The fundraising events include the Art of Helping Children Gala (March), Kappa Alpha Theta Rock the CASA 5K (April), CASA Benefit Concert at the Icehouse Downtown (September), Rob Childress Charity Golf Tournament (October). The community engagement efforts include CASA Street Fair (April), Father Fish (June), Shop for CASA (August), CASA Toy Drive, Coffee with CASA, First Friday Downtown Bryan and Art Step, as well as representation at community events held in the Brazos Valley area.

The position is responsible for all details of event planning, including timelines, budgets, sponsorships, event management databases, event volunteer management, creating a positive experience and post event evaluation and analysis. This position works closely with varying levels of experience and with the Development and Communications Manager and Executive Director to ensure event messaging fits within the organizational communications plan.

Reporting to the Executive Director, the Events and Outreach Manager is a member of the Executive Team and is responsible for all aspects of major fundraising events that together raise 30% of the agency's budget (\$250,000). The Event and Outreach manager is responsible to meet the goals and objectives of each event as established by the Executive Team and the Board of Directors.

Essential Responsibilities and Duties

- Create an event action plan including budgets, timelines, marketing, and fundraising goals for each fundraiser.
- Cultivate, motivate and mobilize strong volunteer committees for each event to effectively solicit sponsors, donors and event participants.
- Cultivate relationships with with sponsors and donors to solicit and facilitate sponsorships and sponsor benefits for each event.
- Negotiate venue and vendor contracts to meet the quality expectations of staff, event committees, attendees and Board of Directors.

- Supervise efforts to ensure proper data collection for each event, including income/expense information, monetary/in-kind donor records, ticket sales, and committee/volunteer contacts.
- Utilize DonorPerfect and Ready Set Auction databases to manage all event information including reservation/ticket sales, auction items, donations and attendee information.
- Analyze and bring forward recommendations based on current databases being used for event tracking/payment for effectiveness, efficiency of use, cost efficiency, technological improvement and implement team procedures for updates and data transfers between databases.
- Coordinate with the Development and Communications Manager to develop event design and materials, implement mailings, marketing, outreach and public relations for all events.
- Coordinate with the Executive Director and Development and Communication Manager to develop and implement mission-based messaging throughout each event.
- manage on-site set up, production and take down for each event.
- Solicit and manage multiple volunteers for each event.
- Perform post event wrap-up including committee meetings, volunteer and participant evaluations, budget assessments, credit card payments, invoice preparations and financial reconciliations.
- Facilitate CASA's relationship with third-party event coordinators and assist as needed and appropriate for event production.
- Participate in the planning and execution of recruitment, community and special events designed to further CASA's mission and raise community awareness about issues facing abused and neglected children in our community.
- Assist the Executive Director and Recruitment and Training Manager in speaking to local community groups and representing CASA at various community events in the 5 county coverage area.

Knowledge, Skills and Experience

- A bachelor's degree is required.
- Minimum 2 years related experience.
- Organized, energized, detail-oriented, efficient, resourceful, creative and adept at managing volunteer committees and soliciting donors and sponsors.
- Must be able to handle multiple projects simultaneously in a fast-paced team environment, to anticipate project needs, discern work priorities, and meet deadlines with little supervision, and be willing to work occasional evenings and weekends.
- Excellent written and verbal skills with the ability to communicate effectively with staff, volunteers, sponsors, vendors and potential donors.
- Strong customer service ethic, professionalism and high expectations for quality.
- Proficiency in MS Word, Excel, PowerPoint and social networking tools (Facebook, Twitter) required.
- Familiarity with Donor Perfect and Ready Set Auction a plus.
- Experience with community engagement activities and volunteer management a plus.
- Reliable transportation required.

Physical Requirements and Work Environment

The Events and Outreach Manager will be expected to have a daily transportation to meet with volunteers and coordinate events. The position requires a flexible schedule as events may occur in the evenings or on weekends. He/she will spend some time in the office that could involve intermittent physical activities including bending, reaching, sitting and walking during working hours. Additionally, it is anticipated that the person may spend several hours each day seated at a PC. Reasonable accommodations may be made to enable a person with physical disabilities to perform the job. Because we are a dynamic and changing organization, responsibilities and duties included in this job description are subject to modification as the needs of the organization change.