

## **Job Description: CAF Special Events Manager**

Reports to: Associate Executive Director

### **Purpose:**

- To support and lead the planning, organization and execution of events managed by the Special Events Department of CAF.
- To develop and maintain positive donor, fundraiser and volunteer relationships
- Work closely with Associate Executive Director, Fundraising and Events team members, Marketing Staff and other CAF departments to promote and achieve event goals and objectives.
- Monitor and control event budgets and support fundraising goals.

### **Major Functions and Accountabilities**

#### **Event Planning.**

- Oversee details of events to include contracts and agreements with hotels, venues, travel and transportation, permits, entertainment, A/V, merchandise suppliers, etc. Produce checklists, event requisitions, schedule of events, and any other event related materials. Attend events as required and manage vendors and onsite logistics. The Special Events Managers will be assigned several events in which to serve as project manager while serving in a support role for other major CAF initiatives.

#### **Project Management**

- Lead teams internally and externally for many of CAF's signature events. Conduct productive and positive meetings to keep internal teams on track and up to date. Engage external stakeholders, chairs and committees through regular communication and meetings to keep them engaged and informed. Manage event timelines and enforce deadlines across the organization.

#### **Information Management.**

- Manage lists of prospects, invitees, attendees, sponsors, volunteers, auctions items, and fundraising totals. Ensure that finances are processed appropriately including donations and charges/invoices. Experience with software used to manage event elements.

#### **Support of fundraisers, donors and volunteers.**

- Requires significant 'customer first' attitude and must provide consistent and appropriate communication with event participants. Experience to identify, recruit,

cultivate, and recognize fundraisers for their accomplishments. Supervise recruitment, management and support of volunteers.

- The ability to seek new ways to help the Development Team's role in the big picture of what CAF is trying to accomplish with specific events, communications, plans and fundraising vehicles and donor cultivation.

#### Event promotion and communication

- Adhere to the strategic direction, key messaging and brand set by the marketing department.
- Work with Marketing to create and deliver collateral and promote events internally and externally. Effectively communicate the mission of CAF to event participants.

#### Function as team player in the Fundraising and Events Department

- To include a respectful and positive attitude, honest work ethic and ability to support the overall goals of the Fundraising and Events Department, CAF and the Board of Directors.
- To always act as a professional representative of CAF both internally to all staff, volunteers and Board Members and externally to outside donors, fundraisers, suppliers, volunteers and all third party constituents that you interact with.
- To be conscience and detail oriented internally and externally in regard to all work, e-mail correspondence, communications, correspondence, direct mail and any piece of work that has the CAF name associated to it. This includes thoughtful presentation of the message, correct use of spelling and grammar, no slang, profanity or questionable content.
- To work efficiently and meet deadlines or when that is not possible, to effectively communicate prior to missing deadlines why they need to be extended and to set new target dates for completion.

#### **Skills and Abilities**

Strong communication skills. Excellent written and verbal communication skills, including ability to capture details and communicate accurately and completely, both verbally and in writing. Strong persuasive and appeal writing skills. Professional, friendly and outgoing disposition with a willingness to represent CAF at events. Strong interpersonal skills and a customer service attitude.

Organization and Detail Orientation. Project Management skills, organizational skills and ability to prioritize and handle multiple tasks concurrently with responsible follow-through. Flexibility and ability to manage unexpected circumstances or changes.

Budget Sensitive. While goal is to create successful and impactful events, must have sensitivity to budget constraints and the need to keep expenses under control. Eagerness to solicit donations and discounts on behalf of organization.

A strong commitment to the CAF mission. Must see CAF as a societal mission and be committed to the objectives, goals and programs of the organization. To be effective in dealing with vendors, sponsors, partners and athletes we serve, the Events Manager must see his/her role in the organization as a calling to provide first class events that not only serve the athletes involved, but make the experience so positive that all participants will not only wish to return for the next event, but will bring along others who will become supporters of CAF.

Physical Demands. Event Manager must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Education and Experience**

A bachelor's degree is preferred

5+ years of experience in managing and executing special events and one to two years of supervisory experience, or equivalent combination of education and experience

High level of proficiency with MS Word, MS Excel, MS Power Point, Outlook, Keynote or similar online presentation tools. Ability to quickly learn new software and technology. Knowledge of Salesforce, auction software, registration software and graphic design skills a plus.

Own transportation required. Must be willing to work evenings/weekends with increased responsibilities around event dates. Includes some out of town travel.