



**Title:** Manager, Special Events and Community Engagement

**Date:** January 2024

### **Job Summary**

The role of the Manager of Special Events and Community Engagement is fundamental to the prosperity of Atlanta Ronald McDonald House Charities (Atlanta RMHC), playing a crucial part in securing sustainable annual income for the organization. Approximately 20% of the total revenue is attributed to Special Events and Community Engagement. This manager strategically leverages both existing and new donor and corporate partnerships to make a significant impact, demonstrating a keen focus, determination, and a natural talent for relationship management and partnership building.

The primary responsibilities of this position encompass the management, execution, and growth of one or more signature special events, along with providing support for other key events within the team. Additionally, the role involves coordinating and expanding community fundraisers while offering support to the Red Shoe Society. Reporting directly to the Senior Director of Strategic Partnerships, this position plays a pivotal role in enhancing the organization's overall success through effective event management and community engagement efforts.

### **Education & Experience**

- Bachelor's Degree in nonprofit management or related field such as communications, public relations, marketing or business. 2-3 years of experience within the nonprofit sector in the area of fundraising is preferred.
- Fundraising Practices: Familiarity with fundraising practices, particularly in the context of special events and community engagement.

### **Knowledge, Skills and Abilities**

- Detail oriented, possess high energy, is passionate about the mission of Atlanta RMHC and ensures that Atlanta RMHC is following special event best practices.

- **Event Management:** In-depth understanding of event planning and execution, including logistics, budgeting, and coordination.
- **Community Engagement:** Knowledge of community engagement strategies and a strong understanding of the local community dynamics.
- **Corporate and Donor Relations:** Knowledge of building and maintaining relationships with corporate partners, donors, and sponsors.
- **Nonprofit Sector:** Understanding of the nonprofit sector, its challenges, and opportunities, with a focus on the mission and goals of Atlanta Ronald McDonald House Charities (Atlanta RMHC)
- **Team Collaboration:** Ability to work collaboratively with internal teams, volunteers, and external partners to ensure successful event outcomes.
- **Results-Oriented:** Proven ability to meet and exceed fundraising targets and deliver successful events that contribute to organizational goals.

### **Essential Functions**

#### **Event Goal Setting:**

- Determines the goals and expectations of the event, defining and tracking Key Performance Indicators (KPIs) to measure event success.

#### **Budget Development:**

- Develops and recommends a comprehensive budget with revenue, expenses, and net income projections.
- Ensures timely receipt, approval, and payment of all invoices.
- Maintains records on Raiser's Edge and other software to track donations, pledges, and in-kind contributions.
- Prepares necessary invoices.

#### **Solicitation and Sponsorship Strategy:**

- Develops and recommends a solicitation and sponsorship strategy for existing donors, sponsors, and lapsed donors.
- Identifies and attracts new sponsors and donors in collaboration with the Development Team.

#### **Event Logistics & Committee Management:**

- Provides recommendations for event logistics, including venue selection, audio/visual services, event planning, floral arrangements, linens, decorations, and other necessary vendors.
- Manages vendor contracts and ensures timely completion, submission, and approval of all required permits.

- Identifies and recommends donors and key contributors for event committees.
- Provides management and administrative support for event committees, including scheduling meetings, preparing agendas, and attending all committee and vendor meetings.

**Marketing and Outreach:**

- Collaborates with the marketing team to create collateral and ensures up-to-date website and event pages.
  - Develops a marketing and social media plan to maximize engagement and fundraising opportunities.
- Takes the lead on mailings and outreach strategies with committee members and the development team.

**Event Material and Recognition:**

- Works with the marketing team to create Run-of-Show, event signage, presentation slides, programs, and all materials related to sponsorship recognition.
- Coordinates with appropriate staff to identify a family for the event and manages all marketing related to the family story.

**Event Software Management:**

- Creates and maintains event software for ticket and sponsorship purchasing, general donations, silent and live auction items, and all day-of revenue activities.
- Serves as the primary contact with event software staff for day-of revenue set-up and involvement.
- Ensures accurate charging of donors for items and bids post-event, providing receipts.

**Volunteer Coordination:**

- Prepares a list of key volunteer roles, identifies volunteers, and conducts volunteer training sessions leading up to the event.

**Stewardship Process:**

- Plans and executes the stewardship process for donors and sponsors immediately following the event in collaboration with the Development Team.

**Additional Responsibilities**

**Research and Cultivation:**

- Conducts research to identify, engage, and cultivate new supporters within the community for Atlanta RMHC.
- Prepares compelling presentations and offers innovative ideas and opportunities for community fundraisers.

**Peer-to-Peer Fundraising:**

- Designs and implements peer-to-peer fundraising platforms for community-driven fundraising events, fostering a sense of community involvement and support.

**Logistical Support:**

- Provides planning and logistical support to various entities such as community groups, Board Members, Advisory Council, Red Shoe Society, and internal staff hosting fundraisers or fundraising events.

**Red Shoe Society:**

- Serves as the primary contact for the Red Shoe Society, ensuring effective communication and collaboration with this key group of supporters.

**Internal Collaboration:**

- Supports internal special event needs by collaborating with Marketing, Communications, Data, and Finance teams on a regular basis.

**Development Team Meetings:**

- Actively participates in Development Team meetings, providing comprehensive reports on activities, progress, and upcoming initiatives.

**Work Environment**

- Undertakes local travel within a 100-mile radius as needed to attend meetings and events, fostering connections and representing Atlanta RMHC in the community.
- In- Office, Light sedentary office work.

**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.

- 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 35-50lbs.

**Reporting Responsibilities**

The Manager of Special Events and Community Engagement reports directly to the Senior Director of Strategic Partnerships of Atlanta RMHC and is evaluated annually.

**Disclaimer**

This is not necessarily an exhaustive list of all responsibilities, skills and duties, requirements, or working conditions associated with the job. While this is intended to be an accurate reflection of the current job, management reserves the right to revise the job or to require that other tasks be performed when circumstances change (i.e. emergencies, changes in personnel, workload, rush jobs, or technological developments).

**Accepted:** \_\_\_\_\_ Date: \_\_\_\_\_  
Manager of Special Events and Community Engagement

**Accepted:** \_\_\_\_\_ Date: \_\_\_\_\_  
Senior Director of Strategic Partnerships