



**Summary:** Stronger Families is on a mission to bring life-changing relationship skills to military, veteran, and first responder families so they can be strong and thrive.

Missing special moments and months away from home while facing daily danger, trauma, and uncertainty are only the beginning. First Responder communities can experience divorce rates up to 72%, while 50% of our nation's heroes experience PTSD, and 18-22 veterans take their own life by suicide every day. These heroes risk everything to keep us safe and all too often lack the training, support, and community to flourish at home.

Stronger Families is changing that, serving 9,600 families in 2020

As a member of our team, you will join a dynamic group that is deeply committed to this mission and to excellence in all that we do. We value innovation, agility, and compassion and are proud to offer a competitive salary and benefits, a remote work policy, and professional development opportunities. Stronger Families is an Equal Opportunity Employer. Individuals from all backgrounds are encouraged to apply. Must be authorized to work in the U.S.

**Job Title:** Events & Marketing Manager

**Status:** Full-time/Exempt

**Location:** Remote

**Reports To:** VP, Sales & Engagement

**Direct Reports:** None. This position will interface with SF leadership, Engagement Team, Event Committees (as assigned), Event Volunteers, Vendors, The Board of Directors, SF Supporters, Volunteers, and Business Allies (sponsors).

**Job Summary:** The Events and Marketing Manager is a key position on the Engagement Team responsible for significant contributions to our annual fundraising and marketing plans. This position provides single point accountability for planning and executing all elements of SF fundraising events. Primary focus is on our annual Hope for Heroes Gala that drives goals of increasing revenue (\$500,000 +), corporate engagement, and community awareness. This new role will also provide single point accountability for the design and delivery of sales, program, and engagement collateral to bolster our brand and engage our communities. Additional duties include but are not limited to donor database management (CRM), gift processing and stewardship, social media planning and execution,

and peer to peer fundraising efforts. Stronger Families is a growing organization serving across the country and this position affords meaningful opportunities to make a significant impact in our mission.

**Responsibilities:**

- Annual planning, management, and execution of the annual Hope for Heroes Gala, Business Leader’s Luncheon, and additional emerging fundraising events. Elements of oversight and execution include but are not limited to:
  - Meeting or exceeding event fundraising goals
  - Meeting or exceeding audience development goals by developing relationships in the community that drive event participation and fiscal investment
  - Recruit and connect with executives and entrepreneurs soliciting by securing corporate event sponsors (Business Allies) and implementing sponsor benefits
  - Procuring high level auction items and experiences
  - Coordinate and complete all logistical and administrative tasks
  - In partnership with SF Leadership, participate in fundraising program design (story arcs, A/V, messaging, signage etc.)
  - Assist in securing high-profile program participants as assigned (Key Note Speaker, Auctioneer, Emcee, etc.)
  - Managing vendor relationships with savvy negotiation with an emphasis on fiscal savings and in keeping with operational guidelines and budget
  - Manage pipeline development, account planning, forecasting, ROI analysis, and engagement of prospects and high level volunteer cultivation
  - Oversee and supervise all event volunteers and staff
  - Managing annual fundraising event budget
  - Archiving event documentation to inform future planning
- Collaborate with SF leadership and design team to create annual plans, deadlines, and deliverables for all event-related communications and collateral (Save the Dates, Invitations, Flyers, Postcards, e-comms, etc.)
- Provide staff leadership in the areas of committee development including on-boarding, training, and recognition
- Support stewardship efforts helping to ensure all event participants are integrated into SF’s supporter database and annual communication plans
- Providing single point accountability for event-related deliverables to SF staff and leadership (event plans, status reports, prospect lists, etc.)
- Research and implement industry best practices to ensure events are in keeping with current trends and innovations both logistically and programmatically, ensuring an industry leading guest experience
- Provide lead project management for the design and development of marketing collateral to support program, sales, and engagement.
- Other administrative and tactical duties as assigned
- Manage and execute day to day operations of the donor database to ensure timely and accurate gift processing, constituent data capture and updates, fiscal reporting and analysis, event registration, and moves management systems.
- In partnership with the Finance Team, plan and execute all thank-you and receipting efforts.

- Provide oversight and support for peer-to-peer fundraising campaigns including technical support, coaching, troubleshooting, and participant communications.

**Education:**

- Bachelor’s Degree
- Certified Meeting Professional certification is a plus (CMP)

**Skills & Experience:**

- 5-7 years of event management experience with a minimum of 3 years specifically managing large scale fundraising events (high capacity donor events, galas with a live auction component, procurement, corporate gatherings, etc.)
- 3-5 years experience in sales or relationship management with strong negotiation skills and comfort with cold-calling, converting warm leads, and establishing significantly beneficial relationships for the organization.
- A passion for events and creating a sense of community and connection
- Self-starter, passion for fundraising, strong attention to detail and excellent organizational skills
- High level of technical proficiency in Microsoft Suite required and experience with donor databases and CRMs preferred
- Proven ability to independently, effectively and concurrently manage multiple projects
- Demonstrates familiarity working in a fast-paced and dynamic work environment prioritizing wisely to meet deadlines and high expectations
- Capacity to anticipate project needs and align resources proactively to mitigate challenges and shortfalls
- Outstanding written and verbal communication and interpersonal skills and style across all relationship types
- Social media savvy and creative mindset producing meaningful online engagement
- Proficient proofreading skills

**Compensation & Benefits:**

Stronger Families is proud to offer a competitive salary, dependent upon qualifications and experience. We also offer an excellent benefits package and numerous paid holidays off each year, remote work policy, as well as 100% employer paid medical, dental, cell phone stipend, and professional development opportunities for conferences, trainings, books etc.

**Physical Qualifications:**

| Physical Demands | Occasional<br>Under a half hour daily<br>(Events may require additional hours) | Always<br>6 or more hours daily | Audio Visual       | Good | Fair |
|------------------|--|---------------------------------|--------------------|------|------|
| Standing         | √  |                                 | Hearing            | √    |      |
| Walking          | √  |                                 | Near Vision Acuity | √    |      |
| Sitting          |  | √                               | Far Vision Acuity  | √    |      |

|  |   |   |                   |   |  |
|--|---|---|-------------------|---|--|
| Bending, Kneeling, Squatting   | √ |   | Peripheral Vision | √ |  |
| Hand/finger dexterity to operate a computer and other office equipment                     |   | √ | Depth Perception  | √ |  |
| Pushing / Pulling  | √ |   |                   |   |  |
| Talking/hearing ability to communicate in person via Slack call, Zoom call or by telephone |   | √ |                   |   |  |
| Lifting 25 pounds (Equivalent to a case of 10 reams of printer paper.)                     | √ |   |                   |   |  |