



JOB DESCRIPTION

Wayside Waifs Inc.

Job Title: Special Events Manager

Reports to: Vice President of Donor Relations & Communications

Updated on: May 2016

Status: Exempt/Full Time

Supervises: None

Job Summary: Lead Wayside Waifs' special events fundraising program, while working with the Donor Relations Team. Will coordinate, implement, expand, and evaluate internal and external special event fundraising activities to meet fundraising goals.

Principle Responsibilities:

1. Primary staff person leading Wayside Waifs' special event fundraising program. Work closely with Donor Relations Team to coordinate, implement, expand and evaluate internal and external events, including Wayside's two signature events; the Fur Ball Gala and Strutt With Your Mutt to meet fundraising goals. Also, including but not limited to promotion logistics, event creative/décor, vendor relations, set up/tear down, donor correspondence, volunteer recruitment and supervision, audio/visual needs, participant check in, and donation documentation. Facilitating Fur Ball silent auction by securing, organizing and cataloging items using computer auction services software equating to \$40,000+ in revenue.
2. Provide support to Donor Relations Team in securing and increasing event sponsors through targeted requests. This person will assist in preparation of requests as well as directly requesting funds. Assist in recruiting event participants. Manage printing and mailing support letters and invitations, and event supplies. Serve as staff liaison for appropriate special event volunteer committees and provide ongoing support to event committees in order to achieve goals.
3. Identify and coordinate marketing and promotion of third party and external event partners. Correspond through emails and proposals to potential partners. Work with cause marketing partners to deliver marketing benefits. Assist Donor Relations Team in ongoing donor relationship management. Provide ongoing support to cause marketing promotions in order to achieve goals. Sole responsibility for Third Party Events equates to \$100,000 in fundraising revenues.
4. Manage a donor portfolio of 25 Major Gift Donors in the \$1,000-\$5,000 annual target gift range, serving as their Primary Relationship Manager.
5. Compile information for use in reports and analysis that will be utilized in the comprehensive development plan. Insure timely entry of information into database and disbursement to appropriate staff.



JOB DESCRIPTION

Wayside Waifs Inc.

6. Maintain up to date donor database files such as donor attendance at events, mail lists, and cultivation lists. Maintain and update constituent codes as needed.
7. Work with development staff on invoicing, fulfillment and reconciliation of donations, expenses and correspondence as needed.
8. Answer Donor Relations department telephone line as needed. Make cultivation and thank you calls as appropriate.
9. Perform other duties as required.

Other Aspects of the Job

1. Have a commitment to the mission of Wayside Waifs.
2. Must be able to work independently as well as have the ability to multi-task and collaborate with others on a team to achieve goals in a busy office environment.
3. The ability to effectively communicate, interact with, and influence current and prospective donors, volunteers, co-workers and the general public is required.
4. This position functions in an office environment and requires local travel in the service area. It requires the use of general office equipment such as computers, copiers and fax. Incumbent will spend 85% of time stationary working at a desk. Some light lifting and evening and weekend hours are required.
5. This position requires an understanding of all of Wayside Waifs' safety policies and compliance with all safety related procedures.

Qualifications

1. Required Experience and Skills
 - a. 3 years in special events, fund development, or communications in the non-profit environment.
 - b. Computer literacy with experience in Word, Excel, Microsoft Office
 - c. Excellent communication, interpersonal and organizational skills
 - d. Ability to take initiative, coordinate with others and follow through in a fast-paced environment
 - e. Ability to proactively problem solve and find creative solutions to challenges
 - f. Social media expertise
 - g. Strategic thinker
 - h. Excellent customer/donor service skills
 - i. Experience working with high-level donors and corporate executives to engage them in the fundraising process.
2. Preferred Experience
 - a. 5+ years in special events, fund development or non-profit environment
 - b. Donor database management and report writing experience; experience with Raisers' Edge software and online event management software preferred
 - c. Managing and implementing large scale special events (500+ attendees/gross revenues of \$350,000+)
 - d. Documented history of growing special event fundraising revenue streams.



JOB DESCRIPTION

Wayside Waifs Inc.

- e. 3+ years working with individual donors and/or corporate sponsors; including identification, cultivation, solicitation, and recognition.
- 3. Required Education
 - a. Bachelor's Degree in communications, public relations, journalism, nonprofit management, or similar field
- 4. Preferred Certification(s)
 - a. CFRE or Event Planning

Working Environment

Work in office setting; travel to area events in year-round weather conditions. The employee may be exposed to fumes or airborne particles. The noise level in the work environment is moderate to high. Will frequently be working with and exposed to a variety of animals.