Position Title: Development Events & Sponsorship Manager

Date: December 2013

Direct Report: Director of Development

Status: Exempt

Job Summary

The Development Events & Sponsorship manager is responsible for executing all revenue-generating development driven events, including the annual gala (500 attendees) and the Stroll for Epilepsy (held at five locations statewide with over 3,000 participants) and securing sponsorships for two annual conferences and additional signature programs and events. This position will lead planning, execution and evaluation of these events to meet corresponding goals within approved budgets. This position will work on collaboration with a committee of volunteers for the annual gala and EFMN program staff on the Strolls to successfully execute each event. This position will work in collaboration with the Director of Development on corporate donor strategies involving sponsorship and maximizing corporate donor partnerships.

Key Areas of Accountability

Corporate Sponsorship
Increase corporate partnerships and support through sponsorships for gala, strolls and conferences to meet revenue goals.

- Create plan for achieving corporate sponsorship fundraising goals.
- Increase corporate sponsorship revenue through engagement of new corporate donors and increased giving of past corporate sponsors.
- Work collaboratively with DOD to successfully cultivate and solicit and steward corporate prospects.
- Expand corporate donors for Gala, Strolls and Conferences.
- Analyze past corporate sponsor data and implement strategies for re-engaging lapsed sponsors.

Events: “Light Up the Night” Gala
Lead the planning and execution of the annual “Light Up the Night” Gala to meet revenue goals.

- Serve as staff lead to Gala Committee.
- Work with Marketing Director to ensure Gala supports annual strategic messaging for organization.
- Work with DOD on opportunities to increase individual giving at event.
- Work with DOD on opportunities for continued stewardship and engagement of donors.
- Evaluate event, identify areas of opportunity for growth.
- Work with Marketing Director, Development Coordinator and Database Coordinator on invite lists, silent and live auction and collateral for event.

Events: Stroll for Epilepsy
Oversee the planning and execution of the Stroll for Epilepsy in five locations state-wide, working in collaboration with EFMN staff Stroll-leads and supporting participant Team Captains to meet revenue goals.

- Lead meetings with staff Stroll Lead for each location.
- Identify opportunities to increase participation and fundraising of teams.
- Evaluate opportunities to implement institutional development language and support for individual teams.
- Work with DOD on opportunities for continued donor engagement and stewardship year-round.

**Job Qualifications**

- Bachelor’s degree and/or equivalent experience. Three to five (3-5) years overseeing revenue generating development events.
- Demonstrated growth in the success of fundraising events (revenue and participation) overtime.
- The successful candidate will be highly motivated, self-directed, results-oriented, and most energized in a multi-tasked environment.
- Experience working with volunteer committees.
- Experience developing corporate relationships that result in secured sponsorships.
- Commitment to donor-centered fundraising approach.
- Candidates must have demonstrated experience working within a diverse team and developing effective collaborative relationships with program.
- Additional skills include: Excellent organizational skills; compelling written, verbal, and interpersonal communication skills; and planning for and meeting deadlines.

**Competencies**

*EFMN relies on the competencies of its staff in order to achieve its vision, mission and goals. EFMN believes these competencies are crucial, thus each employee is rated on his/her level of competency attainment in the Performance Appraisal process.*

**Leadership**, ability to lead teams collaboratively to create successful outcomes.

**Commitment to Service**, responsive to the needs and requests of EFMN Partners. Extends courtesy, friendliness and overall respect to internal and external Partners. Collaborates with other employees or departments to meet the needs and expectations of Partners.

**Interpersonal Communication/Teamwork**, listens well, shares work-related information, is open to others’ perspectives, work styles and methods. Willingly collaborates and cooperates with others in the organization. Develops effective working relationships at all levels and values these relationships as critical to effective work. Able to address conflict in a respectful manner. Expresses ideas clearly and effectively both verbally and in writing.

**Initiative**, Exercises good judgment and independent actions within the limits of authority. Is self-starting and proactive.
**Commitment to Cultural Competence**, ability to work effectively with staff and families without discrimination on the basis of race, color, creed, religion, national origin, gender, sexual orientation, disability, age, family composition, marital status or socio-economic status. Committed to learning and opportunities to support cultural diversity in the workplace.

**Dependability/Punctuality,** able to prioritize work to meet deadlines. Consistently follows through on projects or issues.

**Outcome Driven,** ability to execute plans, analyze and evaluate projects and make changes to ensure current and future success of revenue generating events over time.

**Strategic Thinking,** ability to understand how each event and program support the mission and vision of the organization.

**Flexibility,** adaptable and responsive to change. Able to adequately respond to requests and demands in a timely manner. Adept at modifying plans/strategies as needed to best meet the needs of those involved.