

A SAFE PLACE LAKE COUNTY CRISIS CENTER

DIRECTOR OF EVENTS

The Director of Events is responsible for managing events from start to finish. They are also responsible for managing and executing communication and marketing process for A Safe Place events from research and planning to execution and analysis. Director is will ensure that deadlines and budgets are adhered to and will direct coordination of activities to prepare for the day of the event. S/he reports to the Chief Development Officer and will work closely with other members of the Development team, the CEO, and the Board of Directors. Serves as the staff liaison to the Board Marketing Committee.

RESPONSIBILITIES FOR EVENTS:

- Manages logistics, operations, schedules, and overall event coordination from concept to completion.
- Develop, sets, communicates, and maintains event plans, timelines and priorities on every event project from start to finish.
- Books venues, reviews contracts, and negotiates fees.
- Develops and manages event budgets and monitors cost including invoicing and day-of-event checks.
- Processes all invoices to make sure vendors are paid promptly.
- Works closely with Volunteer Specialist and Chief Development Officer to identify, recruit and train volunteers to assist with special events. This includes volunteers needed prior, during and after event.
- Responsible for recruitment and training/coaching of the organizing committee for the purpose of an event.
- Provides leadership, motivation, direction, and support to committee members and event staff teams.
- Director creates event-marketing materials for mailing list, emails, hand-delivery and social media promotion as well as day-of signage.
- Responsible for developing and executing strategies that will increase attendance to the event.
- Monitors and reports on the progress of the planning and execution of each task that has to do with the event.
- Communicates, maintains, and develops relationships with vendors, including contract negotiation.
- Travels to on-site walkthroughs at venues and works with venue managers.
- Oversees setup of event décor and other event details, as well as, each phase of the event to ensure it runs smoothly.

- Analyzes event performance and prepares surveys post-event.
- Seeks sponsorships, in-kind donations, and funding for all events.
- Collaborates with Development team to plan, develop and execute educational and stewardship event/activities that engage donors with A Safe Place.
- Develops and maintains event calendar including fundraising, stewardship, recruiting, educational and parade events.
- Responsible for RSVP tracking in Greater Giving/Excel spreadsheet and prepares event guest/invite list, edits and updates any outdated donor data in LGL.
- Participates in staff meetings as well as evening and weekend events and activities as required.
- Responsible for meeting annual budgetary goals for special events.
- Works closely with Chief Development Officer and CEO to develop, plan, implement and manage event strategies.
- Motivates and engages staff and board members to participate and assist with the success of the events.

RESPONSIBILITIES FOR MARKETING:

- Develops and implements marketing plans for events. This includes but not limited to the preparation of event marketing materials for mail, email, hand-delivery, all signage, and social media and promotes event to the community. Prepares all event day-of signage and guest information.
- Assist with the development and maintenance of ASP website as well as event websites and social media pages as needed.
- Assist with building relations with media partners and negotiates for advertising contracts when needed.
- Manages consultants, freelancers and other suppliers, including contract negotiation and management.
- Demonstrates excellent communication, written and verbal, and interpersonal skills.
- Provides analytics reviews for CEO and Board of Directors.
- Assists the Chief Development Officer and CEO in utilizing the members of the Board of Directors in both friend-raising and fundraising for A Safe Place by identifying targets and providing them with information to make them effective in this role.
- Serves as the staff liaison for the Board of Directors Marketing Committee.
- Serves as an articulate, enthusiastic, and visible spokesperson for A Safe Place - building and sustaining external relationships as needed Works closely with the CEO to develop, plan, implement and manage marketing and branding strategies and communications based on the goals of the organization.

RESPONSIBILITIES FOR OVERALL:

- Attends and participates in staff meetings and other trainings and meetings as requested.
- Works as a team player in the organization.
- Assumes additional responsibilities as assigned by the CDO & CEO.

QUALIFICATIONS:

A commitment to the philosophy, mission and program of A Safe Place, including:

- A commitment to survivor's and children's issues.
- A strong belief in helping to create a society free from violence.
- An active commitment to creating a cooperative work environment.
- Ability to develop and articulate a compelling strategic vision for ASP's communications across multiple platforms and diverse audiences.
- Desire to tell the story of A Safe Place in order to attract even participants, volunteers and sponsors.
- Ability to accept, to understand, and to relate sensitively to people of varied socio-economic, racial, cultural, and experiential backgrounds.

Demonstrated results as a fundraiser, marketing and event professional, with minimum with 3-5 years of experience in a fast-paced organization or solicitation type of activities. Social Services Organization related experience highly preferred.

Proven ability to develop relationships with a variety of individuals and businesses.

Dynamic personality with demonstrated ability to engage staff, board members, CEO, community partners and donors.

Must be a creative self-starter with good judgment to make crucial decisions.

Ability to oversee multiple task/projects independently and able to prioritize tasks in the face of many challenges.

Flexible schedule to effectively complete responsibilities, including evenings and weekends

Ability to assist in development and distributes video marketing materials for all ASP programs. Video and Audio production experience highly preferred.

Proficient in Microsoft office products, particularly Word, Excel and Power Point required. Wordpress software knowledge strongly preferred.

Minimum Bachelor's degree required

Excellent management and problem-solving abilities.

Excellent interpersonal, verbal, and written communication skills.

Ability to work independently and as a team member

Excellent organizational and administrative skills

Ability to assist in moving and lifting heavy items, such as furniture, and household supplies.

CLASSIFICATION: Exempt, full-time, salaried employee