

Events and Fundraising Marketing Manager

DEPARTMENT: Development and Marketing

REPORTS TO: Director of Development

FLSA STATUS: Exempt

LOCATION: Northfield, IL

PT/FT: Full-time

SUMMARY: The **Events and Fundraising Marketing Manager** supports North Shore Senior Center's strategic goals and objectives, coordinates and supervises special fundraising events and assists with the design, production and distribution of assigned marketing collateral, including the acquisition and payment for all advertisements published in the organization's publications and event program booklets.

DUTIES AND RESPONSIBILITIES:

- Leads the planning and execution of North Shore Senior Center's annual benefit, e-philanthropy efforts, and other special fundraising events, including event design, development, logistics, arrangements, event activities, entertainment, staffing, and budget management.
- Manages annual benefit volunteer committee and any other volunteer event committees, as needed.
- Interfaces with graphic designer, printers, and other vendors for the production and distribution of special event-related materials.
- In collaboration with Corporate Relations Manager and Marketing & Communications Manager, coordinates the reservation, acquisition, and payment for advertisements for all North Shore Senior Center publications and marketing collateral.
- In collaboration with Marketing & Communications Manager, writes press releases, calendar listings, and other announcements to appropriate media partners for all Development and Marketing related activities.
- Serves as the backup to the Database Administrator for the Raiser's Edge database system.
- Manages events tab on North Shore Senior Center's website.
- Performs other related duties as assigned by management.

SUPERVISORY RESPONSIBILITIES:

- This job has no supervisory responsibilities.

QUALIFICATIONS:

- Bachelor's Degree (BA) from four-year college or university, or one to two years of related experience and/or training, or equivalent combination of education and experience
- Computer skills required: Advanced knowledge of programs such as Microsoft Word, Excel, Outlook, Publisher, PowerPoint, and silent and online auction software; Working familiarity of marketing special events via the Internet and social media; Knowledge of Raisers' Edge fundraising software preferred

- Other skills required:
 - Superior organizational skills to coordinate multiple, highly detailed projects with varying deadlines and tasks involving numerous people
 - Strong and professional interpersonal skills to interact effectively and appropriately with donors and volunteers
 - Strong verbal and written communication skills to manage events and ensure details are clearly understood and properly executed
 - Ability to motivate and influence volunteers to perform assigned duties completely, in a timely manner and consistent with quality standards
 - Must be available during and after work hours to oversee fundraising events, as needed
 - Demonstrate maturity, teamwork and collaboration with others inside and outside the organization
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To be considered for this position, please send your resume and salary requirements to hr@nssc.org.