



**Job Title:** Events and Marketing Director  
**Reports to:** Director of Development  
**FLSA Status:** Exempt  
**Revised Date:** February 19, 2020

**Summary:**

The Events and Marketing Director is a full-time exempt position reporting to the Director of Development. This position, in collaboration with the Director of Development, will be responsible for the implementation of the strategic planning initiatives for the Development Department. The Director will be responsible for all Events, Marketing, and Social Media for the organization. The Director will be responsible for special events held each year that currently include the Sprout Film Festival/Infusion of Inclusion, the One Step Forward Celebration, the Golf Tournament and Wings for All.

**Essential Duties and Responsibilities:**

**EVENTS**

1. Manage, plan and implement all Arc special events in conjunction with events committees.
2. Provide primary coordination of event marketing, sponsorship solicitation, tracking of in-kind support, auction item procurement and monitoring of attendee information.
3. Manage pre and post event financial tracking and reporting.
4. Analyze event performance and present proposals for future enhancements to keep community engaged/remain relevant.
5. Develop and implement sponsorship opportunities that maximize event revenue, community exposure and return on investment.
6. Facilitate meetings with event sponsors and follow-up on all details to ensure sponsor expectations are met.
7. Coordinate and conduct meetings related to events including creating agendas, event timelines, support materials, and minutes of meetings.
8. Create opportunities for Director of Development and Executive Director to have face time with key sponsors/donors/volunteers before, during and after events.

**MARKETING and SOCIAL MEDIA**

1. Prepare and design various communications, publications and marketing material in support of Development strategies, including but not limited to newsletters, articles for other publications, press releases, advertisements, brochures and marketing materials.
2. Develop and maintain electronic communication vehicles, including but not limited to website, electronic newsletters and event calendars, and social media.
3. Grow and direct the organization's use of Social Media for greater outreach to the community.
4. Market The Arc's mission, stories, and events through social media channels and increase followers of social media.

## **DONOR MANAGEMENT**

1. Manage and ensure maintenance and accuracy of the fundraising donor software database including but not limited to, coding updates, all entry on donor records, reporting/list requirements, and acknowledgements for all gifts including in-kind donations.
2. Manage the correspondence with current donors.
3. Maintain Development records that include gift information, memberships and memorials.

## **GRANTS/OTHER**

1. Steward relationships with current grantors, including completion of annual grant applications and reporting requirements.
2. Research new grant opportunities; initiate the application for new grants; follow-through during the application process.
3. Attend and represent The Arc at events and community outreach and awareness opportunities, including but not limited to resource fairs, speaking engagements, local community activities and events.
4. Volunteer management to support all Development activities.

### **Competencies:**

**To perform the job successfully, an individual should demonstrate the following competencies:**

1. Verbal and Written Communication: Speaks and writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numeric data effectively; Able to read and interpret written information.
2. Team Player: Acts as a member of a team by supporting everyone's efforts to succeed; Balances team and individual responsibilities; Contributes to building a positive team spirit; Exhibits objectivity and openness to others' views; Gives and welcomes feedback.
3. Quality: Demonstrates accuracy, thoroughness and attention to detail; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.
4. Independence: Capably works independently under the direction of the Director; Prioritizes and plans work activities; Uses time effectively; Takes responsibility for own actions; Completes work on time or notifies Director with alternative plan.
5. Interpersonal Skills: Capable of comfortably interacting with diverse populations with appropriate sensitivity; Remains open to others' ideas; Maintains confidentiality.
6. Involvement/membership in a community organization(s) outside of The Arc (i.e. Chamber, Rotary, AFP, as examples of many).

### **Education and/or Experience:**

Degree in marketing, advertising, or digital/internet/social media marketing from an accredited college or university or equivalent work experience.

### **Computer Skills:**

Knowledgeable in using Microsoft products and program software.

### **Requirements for Continued Employment:**

1. Successful completion of the 90-day initial performance evaluation period (for new employees and employees in a new position).
2. Successful completion of job responsibilities.
3. Documentation that employee has the necessary security clearances.
4. Ability to work with all other departments of The Arc in carrying-out organizational tasks/activities.
5. Flexible schedule to be able to work and manage activities and special events during evenings or weekends.

**Physical Demands:**

No unusual working conditions or health hazards inherent to the position.

The physical task of the position may include light lifting, transporting and set-up activities such as: lifting and carrying materials, brochures and supplies to designated vehicles for transport to special events; unloading and setting –up materials at event functions; lifting and carrying department-related mail items to designated vehicle for transport to Post Office (USPS).

Is there any reason why you would not be able to fulfill the requirements of the job?

\_\_\_\_\_Yes      \_\_\_\_\_No      If Yes, reason: \_\_\_\_\_

**I have read the job description and agree to its provisions:**

\_\_\_\_\_  
Employee's Signature

\_\_\_\_\_  
Date