



**BOYS & GIRLS CLUBS**  
OF CENTRAL SONOMA COUNTY

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## POSITION DESCRIPTION

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### SPECIAL EVENTS MANAGER

#### GENERAL FUNCTION:

The Special Events Manager works at the direction of the Co-Chief Executive Officer in establishing and achieving event goals, executing assigned events and ensuring necessary tracking and data management. This person will primarily be responsible for the planning, marketing and execution of organizational fundraising events that include but are not limited to the following: Crab Feed, Healdsburg Auction, "Summer Camp" Event, Boys Night/Girls Day, and Pinot on the River. The position will also be responsible for working closely with the Operational Team to plan and execute "program related" special events, which include but are not limited to: Youth of the Year, Santa Land and Inter Club Events.

#### RESPONSIBILITIES:

**EVENT PLANNING** – Plan various types of fundraising events. Planning duties include event timelines, progress reports, board, staff and volunteer participation sign-ups, ticket sales, vendor relations, securing in-kind donations, and helping identify sponsors/partners.

**EVENT MARKETING** – Lead event marketing activities through print and online promotional material development and marketing outreach, including email blasts, social media and press releases.

**EVENT EXECUTION** – Manage day-of event logistics and operations including but not limited to vendor management, participant registration and oversight of staff and volunteer involvement.

**EVENT DONOR RELATIONS** – Timely acknowledgement of all event supporters through writing, verbal communications, and recognition events as appropriate.

**COMMUNITY RELATIONS** – Assists in the development of strategic alliances with local community organizations, leaders and prospective donors in support of all events.

**DATABASE MANAGEMENT** – Keeps records current for all event donors and prospects.

**GENERAL ADMINISTRATION** – As assigned.

#### SKILLS, EXPERIENCE & TRAINING

- Person will be of flawless integrity.
- Commitment to being a high performance team player
- Four-year degree in related field from an accredited college or university.
- 2+ years of organizing and coordinating fundraising events.
- Understanding of and experience using various social media platforms for business use, including Facebook, Twitter and YouTube.
- Proficiency with Microsoft Office, Constant Contact (or similar e-mail marketing platform) and Adobe Creative Suite (preferred).
- Knowledge of accessing and managing a database.
- Interest and ability to represent the agency in the public eye.
- Highly effective communicator (written and verbal)
- Valid State Drivers License.
- Proof of Auto Insurance.