



## **MANAGER, WALK TO END ALZHEIMER'S**

Full Time

Starting Pay: 50,000-60,000

### **JOB DESCRIPTION**

This position is responsible for the implementation of Walk to End Alzheimer's® events to meet or exceed goals through volunteer recruitment and engagement as well as through corporate development. Walk to End Alzheimer's is the fastest-growing walk program in the country, ranking as the Second largest peer-to-peer fundraising event in the United States. Measurable outcomes for this position include: achieving designated financial and participant goals through team and individual fundraising, corporate solicitation, community partnerships, as well as increasing Walk-brand awareness and visibility in the community. Based in Santa Barbara, CA, this position requires frequent travel within the assigned territory.

### **RESPONSIBILITIES**

Essential functions and responsibilities include, but are not limited to:

- Responsible for all aspects of the Walk to End Alzheimer's in two markets, Santa Barbara and Santa Maria.
- Responsible for high level volunteer recruitment, training, coaching, and management resulting in the attainment of revenue and team goals.
- Build relationships with key volunteers, participants, sponsors and community leaders as well as existing and new corporate partners.
- Responsible for overall Walk to End Alzheimer's volunteer committee development, team recruitment and retention strategies, budget, timeline, marketing/PR, logistics and best practice implementation.
- Through volunteer networks, prospect, cultivate and steward Walk to End Alzheimer's teams, sponsors and walkers to achieve development goals.
- Execute plan for maximizing team participation to achieve revenue goals by retaining existing teams, attracting new ones from all sectors of the community and by providing fundraising guidance and support.
- Maintain year-round relationships with key corporate sponsors and constituents to ensure involvement in all relevant chapter activities and recognition opportunities.
- Work with the volunteer planning committee to organize outreach activities that promote the Alzheimer's Association mission, including community presentations and corporate engagement opportunities.
- Ensure Walk to End Alzheimer's standards are being followed.
- Support and participate in formal advocacy and public policy activities as requested.
- Represent the Alzheimer's Association at public events, conferences, and media events as needed.
- Manage Walk-Specific social media, such as Facebook groups.
- Actively participate in learning opportunities for professional growth and self-improvement.

- Responsible for other duties as assigned.

## **MINIMUM REQUIREMENTS**

You Are:

- Bachelor's degree or equivalent experience.
- 3+ years of proven experience in recruiting and mobilizing volunteers to achieve goals.
- Preferred peer-to-peer fundraising experience or equivalent sales background.
- Confident, goal-oriented, positive self-starter able to work independently with limited supervision and collaboratively with internal and external partners.
- Demonstrated ability to form and develop corporate relationships and partnerships.

[To Apply](#)