**Manager, Special Events & Communications**

Job Title:Manager, Special Events & Communications

Reports To:Chief Development and External Affairs Officer

FLSA Status:Exempt

Department:Development & External Affairs

Summary

Working under the direction of the Chief Development and External Affairs Officer, the Manager, Special Events & Communications is responsible for a variety of duties that support and contribute to Serving Seniors’ overall development and external affairs efforts. Some frontline fundraising is required.

Responsibilities

SPECIAL EVENTS:

* Manage all Development & External Affairs Department special events (approximately 12 – 15 events per year primarily focused on donor cultivation and stewardship)
* Responsible for leading the annual gala, a large, complex, high-visibility event with 400 attendees
* Responsible for event delivery, execution, on-site management, budgeting, wrap-up, volunteer management, auction item procurement, as well as sponsorships, and external relationship management
* Negotiate with and manage vendors and venue sites
* Participate in program development for events
* Participate in post-event financial reconciliation
* Staff the Board of Directors’ Event Committee
* Prepare reports as requested
* Update donor records in database relevant to events
* Liaison with outside event planner on Experience of a Lifetime gala
* Periodically assist with senior events/activities as needed

COMMUNICATIONS:

* Lead marketing, advertising, and public relations efforts and serve as liaison to consulting firms
* Develop and implement communications strategies to support agency fundraising goals
* Develop messaging that is consistent and cohesive with agency priorities
* Create agency collateral materials including e-blasts, special event invitations and agency brochures
* Assist in preparing fundraising materials
* Manage agency social media pages (Facebook, Twitter, Instagram, Blog) including content, design and scheduling messages
* Manage agency website including creating and updating content, ensuring design is consistent with agency brand and implementing strategies to maximize traffic to site
* Cultivate and manage relationships with the media
* Manage client impact story database and photo bank
* Collaborate with CEO to write articles for local print publications
* Lead tours at Wellness Center for the public

**\*\*Other duties and tasks may be assigned as needed**

Education/Experience

* Bachelor’s Degree in Marketing, Public Relations, Communications, or related field
* 4+ years work experience in either the nonprofit or corporate sector with focused duties in communications and/or special events
* To be considered for this position, candidates must have hands-on experience leading events

Skills

* Proficient in MS Office (Outlook, Word, Excel, PowerPoint)
* Website and graphic design skills highly desired
* Social media expertise
* Self-starter and ability to work independently, multi-task, and set priorities to meet deadlines
* Strong organizational skills and exceptional attention to detail
* Leadership and volunteer management skills
* Ability to develop and maintain productive working relationships with staff, board members, prospective and current donors, the media and the public
* Excellent analytical, verbal and written communication skills
* Ability to use good judgment and maintain confidentiality
* Ability to travel to meetings throughout San Diego county and flexibility to work some evenings and weekends
* Team player who can work cooperatively with all staff toward common goals

**Other Skills Include:**

* Telephone Etiquette
* Diplomacy
* Professionalism
* Time Management
* Experience with fundraising software
* Ability to sit or stand for long periods of time

Physical Demands and Work Environment

**Physical Demands:**

While performing the duties of this job, the employee is regularly required to stand; walk; sit; use hands to finger, handle, or feel and talk or hear. The employee is frequently required to reach with hands and arms. The employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 20 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

**Work Environment:**

While performing the duties of this Job, the employee is regularly exposed to normal risks of working in an office environment (e.g., risks due to heavy computer use).

Qualified applicants must email their cover letter and resume to [jobs@servingseniors.org](mailto:jobs@servingseniors.org) with the position title in the subject line.