

The Make-A-Wish Foundation® of East Tennessee
POSITION DESCRIPTION

POSITION: Events Manager
STATUS: Full Time, Exempt
REPORTS TO: President & CEO

JOB/POSITION SUMMARY:

The Events Manager plays an essential fundraising role and is based in Knoxville. The manager must be adept at planning high-impact events, working with volunteers, and managing donor relationships. S/he must be sincere, informative, and creative in communications, as well as well-versed in fundraising best practices, and will be expected to track progress and be responsible for meeting specific revenue goals and other relevant metrics.

BACKGROUND: Make-A-Wish® East Tennessee seeks funding from individuals, corporations, and foundations to support wishes granted to children with critical illnesses in its 36-county territory. Success in granting wishes is dependent on the effectiveness of the chapter's development team and fundraising efforts. The three-member development department is responsible for all aspects of the fundraising program including major gifts, individual giving, corporate gifts, employee giving, foundation grants, events, and cause-related marketing.

EVENTS MANAGER RESPONSIBILITIES:

- Play the lead role in executing internal events including the Grandstand Classic, Golf Classic, LJP Memorial Golf Tournament, Wine & Wishes series, and others. Responsible for all event logistics, developing timelines and checklists, working with committees, and enlisting other colleagues and volunteers as necessary. Recruit and engage event chairs/honorees, speakers and wish families, and mission engagement moments.
- Identify, solicit, and steward event sponsors. Play the lead role in securing paid event attendees, working with staff, board members, and volunteers. Design, prepare, and provide communication and solicitation tools and materials.
- Organize donor cultivation events that surpass attendees' expectations.
- Oversee external fundraising events, licensing forms, correspondence, and stewardship. Identify and develop new external event partners.
- Evaluate current and possible future events for return on investment, donor cultivation, community engagement, and mission impact.

EDUCATION, EXPERIENCE, AND ADDITIONAL REQUIREMENTS:

- BS/BA degree, a minimum of 3 years of experience in event management.
- Excellent written and verbal communication, computer, and presentation skills.
- Professionally represent Make-A-Wish East Tennessee in the community.
- An innate desire to provide Wow Experiences to donors, wish families, volunteers, and coworkers.
- Strong project and time management skills with proven ability to work within tight timelines and limited budgets.
- Experience budgeting, planning, reporting, and evaluating the impact of events. Ability to provide reports to the President & CEO, Board of Directors, event committees, and volunteers.
- Personal commitment to and passion for the Make-A-Wish mission.
- The ability to work effectively as part of a team.

- Willingness to work occasional evenings and weekends, travel as needed, and to manage multiple tasks and prioritize.
- Experience in Salesforce preferred.

COMPENSATION:

Compensation includes a competitive base salary commensurate with experience and a package of employee and health benefits.

TO APPLY:

Please submit a cover letter, resume, and salary requirements to etn.wish@gmail.com. No calls or office visits. Applications without a cover letter will not be considered.

Make-A-Wish® East Tennessee is an Equal Opportunity Employer and encourages applications from all qualified individuals.