



*Mission*

*Together, we create life-changing wishes for children with critical illnesses.*

**POSITION DESCRIPTION**

**JOB TITLE:** MARKETING & EVENTS MANAGER

**REPORTS TO:** VICE PRESIDENT OF DEVELOPMENT

**STATUS:** EXEMPT; FULL-TIME

**GENERAL STATEMENT OF RESPONSIBILITIES:**

This position works directly with the Vice President of Development to elevate the organization's mission and brand by developing a robust marketing plan, building strong relationships with statewide media outlets and engaging the public in Make-A-Wish through purposeful social media and public relations strategies, managing communication duties including newsletters, website, and social media. This position is also responsible for overseeing and managing external events, and supporting the Chapter's internal/special events and fundraising activities.

**POSITION QUALIFICATIONS:**

- Bachelor's degree in Business, Marketing, Advertising, or similar plus 5-7 years experience with communications and event planning
- Minimum of three years media relations, marketing or sales experience
- Comfort with public speaking
- Excellent interpersonal skills
- Ability to communicate effectively in both oral and written styles
- Organizational and computer skills including proficiency in Microsoft Office Suite.
- Knowledge and proficiency using InDesign graphic software preferred.
- Knowledge of donor database management (i.e. Raisers Edge) preferred.
- Must be able to work with little or no supervision, a self-starter, and in an environment with frequent interruptions and short deadlines
- Well-organized use of time and resources
- High level of confidentiality; willing to submit to a background and credit check
- Ability to integrate diverse amounts of information in a cohesive fashion
- Flexibility to work evenings and weekends

**RESPONSIBILITIES:**

- Responsible for developing and implementing marketing/PR plan with the objective of building awareness of and support for MAW and advancing its mission and goals
- Identify, cultivate, steward and grow state-wide media relations
- Prepare, edit and/or review all external communication materials including traditional and social media
- Manage Chapter website and oversee updates with national office managing content changes to ensure consistency and relevance
- Develop, create, and distribute semi-annual newsletter
- Create flyers, invitations, and other local marketing collateral consistent with brand standards
- Manage communications calendar with a goal of cohesive communications throughout the state

- Create and maintain a centralized marketing and PR resource center with video and photo assets and wish stories for use by staff and board
- Cultivate, manage and steward External Events, Student Councils/Kids for Wish Kids, and Holiday Gift Wrap
- Oversee and manage all aspects of the Young Leaders Council (YLC) and the Wine, Whiskey & Wishes event
- Work collaboratively with VP of Development cultivating, managing and stewarding the Omaha Friends Council
- Assist with managing and supporting all staff with internal events across the state
- Serve as Make-A-Wish representative for public speaking invitations, special events, and recruiting activities
- Coordinate appropriate volunteers for all internal and external events in Omaha region
- Assist the Vice President of Development in developing, planning and implementing comprehensive fundraising strategies to include outstanding donor cultivation and stewardship plans
- Manage internship program including recruiting, training, and evaluating candidates
- Develop and distribute Monthly Volunteer E-Newsletter and Quarterly Wish Granter E-Newsletter
- Effectively represent the Make-A-Wish Foundation® of Nebraska to all constituencies
- Other responsibilities as assigned by Vice President of Development or President/CEO

To apply, please send cover letter, resume and salary requirements to Linda Hogrefe, Make-A-Wish Nebraska, [lhogrefe@nebraska.wish.org](mailto:lhogrefe@nebraska.wish.org) by May 18, 2018.