

Job Title	<i>Events Manager</i>
Reports To	<i>Director of Marketing</i>

Job Purpose, Duties & Responsibilities

The Events Manager is responsible for the overall outcomes, from conception to execution of all current and new fundraising events. Events are but are not limited to Wine, Wags & Whiskers; Parade-A-Bull; The Ruff Ride; Woofstock/Woof It & Hoof It and Tinsel and Tails. Additionally, the Event Planning Manager is responsible for:

- Plan, organize and attend all marketing events. Planning includes managing the coordination of booking venue, managing audio, stage, lighting, graphics, signage, posters, swag and printed materials
- Assist with event logistics, event registration, on-site event management and post-event follow up
- Partner with Volunteer Program Manager and shelter staff to ensure that events are staffed appropriately
- Develop and sustain relationships with ancillary service providers, sponsors, vendors and donors to ensure flawless execution of all events
- Maintain accurate event records and provide accurate reporting to Marketing Director and Executive Director as requested
- Conduct post-event analysis using historic data and make recommendations for adjustments, improvements and corrections for future events
- Develop and implement strategies to generate new sponsors, donors and vendor for current and future events
- Coordination of silent auctions as well as securing, packaging and pricing of silent action items for annual events
- Work cross functionally with marketing partners and department heads to clearly define and communicate event expectations to ensure events are executed flawlessly
- Support the Outreach Manager in off-site education events as needed

Qualifications

Applicants must:

- Embrace our No-Kill Philosophy
- Be proficient in Microsoft Office (Excel, Word), Web-based database management (e.g., CRM, Salesforce, Volgistics). Experience with Social Media marketing practices. Experience using shelter related software like PetPoint or Chameleon a plus
- Be a self-starter with a lot of initiative, problem solving skills & the ability to work with minimal supervision
- Be an excellent communicator—both written and verbal
- Able to work cordially, professionally and diplomatically in dynamic, short chain of command environment
- Flexible to work nights and weekends
- Have reliable transportation
- Able to excel in a high paced work environment where you are surrounded by the distractions of animal sounds, smells and their respective allergens
- Proven leadership experiences creating and executing quality events
- College degree preferred but not required
- Able to lift a minimum of 25lbs without health risk