

## **SPECIAL EVENTS COORDINATOR**

### **SUMMARY OF DUTIES**

The Special Events Coordinator is responsible for all activities related to the establishment and implementation of all fundraising events as well as related public relations activities.

### **REPORTING RELATIONSHIP**

Reports to the Business Development & Projects Development Director

### **ESSENTIAL DUTIES & RESPONSIBILITIES**

#### **Annual Gala**

- Identify volunteers to serve as honorary co-chairs, chairs and committee volunteers. Ask them to help solicit affiliates for sponsorships.
- Involve Development Committee in all phases of planning and implementation
- Provide monthly written reports to the Development Committee regarding event logistics, sponsorships, advertisements, gift solicitation, and ticket and raffle sales.
- Establish committees as needed (consisting of 5-10 persons each), such as Sponsorship Committee; Auction Committee.; Theme Committee., Individual Ticket Sales Committee
- Plan event logistics including confirmation of location of event, secure caterer, finalize décor and menu, order rental equipment and furniture, etc.
- Create budget for the event, based on past two years expenses and other estimates.
- Obtain contracts for services for all event logistics: location, entertain, other services, and submit for review and approval by In-House Counsel.
- Send “save the date” cards 10-12 weeks prior to the event.
- Secure corporate and individual sponsorships.
- Coordinate and assume responsibility for all aspects of the Board of Director gift gathering parties in accordance with the directives of the Board members including but not limited to: location, invitations, food and beverage, registration, gift cataloguing, acknowledgment and thank you.
- Solicit for silent auction items. Collect auction items
- Establish auction bidding guidelines.
- Encourage Board of Director and Senior Leadership involvement in solicitation of sponsorships, auction items and ticket sales.

- Make regular, personal follow up calls to prospective sponsors and Board of Director members (for their own contribution to event and to help solicit others).
- Create attendee data base, including all donors, volunteers, key prospects, past attendees, etc.
- Market event via media releases, billboards, website, community calendars (both on-line and in print), e-mail (to close friends/ volunteers) and media sponsors. Secure Public Service announcements from radio stations.
- Secure at least 80% of goal prior to the day of the event.
- Establish plan for individual ticket sales and begin selling individual tickets 8-10 weeks prior to event.
- Send invitations out no later than six weeks prior to the event.
- Solicit participation of staff to assist with implementation of the event, and in making donors feel welcome and appreciated.
- Remind staff of their role in public/ donor relations.
- Meet and greet donors—establish relationships
- Encourage participation of staff, especially management, to meet and greet donors and establish relationships with them.
- Turn new attendees into donors. Cultivate relationships with current donors to help foster ongoing support.
- Capture contact information of all attendees. Place them on our mailing list for newsletters, appeals and future events.
- Follow up with new attendees by phone or note after the event, thanking them for coming.
- Send thank-you cards to all donors who contributed that evening, as well as key prospects following the event, thanking them for their support. Send thank you cards throughout the year following subsequent contributions. Establish relationships.
- Identify and cultivate relationships with organizations that conduct events of which we can become recipient organization.
- Presale of raffle tickets 4-6 weeks prior to the event.
- Encourage raffle ticket sales by Board of Directors and employees.
- Identify marketing opportunities to promote and secure potential volunteers and donors.
- Cultivate relationships with other companies and organizations that hold events.

## **Open House**

- In conjunction with Development Director and Program Managers coordinate community and participant open houses including but not limited to: public, family and participant announcements; logistics associated with the event including: volunteer/staff support; child care arrangements; food and beverage;

## **Database Management**

- Utilize donor and volunteer database capturing involvement, contact information.
- Build volunteer base including tracking contact information, hours and numbers of volunteers.
- Establish a positive rapport with volunteers and donors.
- Provide personalized donor and volunteer acknowledgment and recognition.
- Continuously identify new donors for solicitation and sponsorship of Cantalician events.

## **SKILLS & ABILITIES**

- Marketing skills and background
- Special events planning and implementation
- Fundraising
- Donor and volunteer relations
- Possess good organizational skills
- Proficiency in Microsoft Word, Excel, and Agency internal databases
- Fundraising software experience preferred
- Strong working knowledge of events budgeting
- Excellent verbal and written communications skills
- Ability to work independently with little supervision
- Ability to present information concisely and effectively, both verbally and in writing
- Ability to organize and prioritize work
- Excellent interpersonal skills

## **EDUCATION & TRAINING**

Preferred: Bachelor's Degree in related field, five years of marketing and special events coordination experience; three year's experience in a non-for-profit development office,

Minimum: Bachelors Degree in related field; two years of marketing and special events coordination experience.

New York State Drivers License in good standing, valid New York state registration and automobile insurance.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job with or without reasonable accommodation(s).

**PHYSICAL DEMANDS**

On- the-job time is spent in the following physical activities

Amount of Time

	None	Up to 1/3	1/3 to 1/2	2/3 or more
Stand		X		
Walk		X		
Sit				X
Talk or hear			X	
Use hands or fingers, handle or feel				X
Push/Pull	X			
Stoop, kneel, crouch or crawl	X			
Reach with hands and arms	X			
Stair climbing	X			

staff

This job requires that weight be lifted or force be exerted.

Amount of Time

	None	Up to 1/3	1/3 to 1/2	2/3 or more
Up to 10 lbs.		X		
Up to 25 lbs.	X			
Up to 50 lbs.	X			

5-6 7 +

A. Right only					
B. Left only					
C. Both			X		

This job has special vision requirements.

- Close Vision (clear vision at 20 inches or less)
- Distant Vision (clear vision at 20 inches or more)
- Color Vision (ability to identify and distinguish colors)
- Peripheral Vision (ability to observe an area that can be seen up and down or to the left and right while eyes
- Dept Perception (three dimensional vision; ability to judge distances and spatial relationship.
- Ability to Adjust Focus (ability to adjust eye to bring an object into sharp focus)
- No Special Vision Requirements

Specific demands not listed:

- Ability to work under pressure and multi-task \_\_\_\_\_

**WORK ENVIRONMENT**

This job requires exposure to the following environmental conditions

The typical noise level for the work environment is:

Check all that apply.

- Very Quiet
- Quiet
- Moderate Noise
- Loud Noise
- Very Loud Noise

Hearing:

- Ability to hear alarms on equipment
- Ability to hear students/individual calls
- Ability to hear instructions from department

**REPETITIVE MOTION ACTIONS**

Hours Number of

Repetitive use of hands 0 1-2 3-4

Grasping: simple/light:

A. Right only					
B. Left only					
C. Both		X			

Grasping: Firm/heavy:

A. Right only					
B. Left only					
C. Both	X				

Fine Dexterity:

A. Right only					
B. Left only					
C. Both	X				