



Job Announcement

POSITION TITLE:	Special Events Manager, Monterey & Santa Cruz
DEPARTMENT:	Development – Walk to End Alzheimer's
REPORTS TO:	Director of Walk, Regional Walks
STATUS:	Exempt, Full-Time

MISSION

The mission of the Alzheimer's Association is to eliminate Alzheimer's disease through the advancement of research, to provide and enhance care and support for all affected, and to reduce the risk of dementia through the promotion of brain health. Founded in 1981, the Northern California and Northern Nevada Chapter operates out of its main office in San Jose, California with regional offices in 10 other locations.

POSITION SUMMARY:

This position will manage development and implementation of Walk to End Alzheimer's through volunteer engagement and corporate development in Monterey and Santa Cruz, California. This position will achieve success by building a robust volunteer base, managing individual participants to raise awareness of the mission of the Alzheimer's Association and meet and exceed financial goals. The majority of performance is based on volunteer management and development, as well as revenue generation.

BASIC FUNCTION

Reporting to the Director of Walk, Regional Walks, the Special Events Manager is responsible for fund raising that will play a key role in achieving budgetary and strategic goals as part of the Alzheimer's Association Northern California and Northern Nevada Chapter's strategic plan. As a member of the development team, he/she is responsible for the growth and development of two Chapter Walk to End Alzheimer's events in Monterey and Santa Cruz. Walk to End Alzheimer's is the largest signature fundraising event of the Alzheimer's Association. He/she will have primary responsibility to recruit, train and manage a high level volunteer planning committee to lead the Walk in both Monterey and Santa Cruz. He/she is also responsible for the cultivation, development and retention of existing and new corporate partnerships in Monterey and Santa Cruz Counties and surrounding communities.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Responsible for fund raising to achieve current revenue target of \$392,000+, as well as developing and managing expense budgets for the Walk to End Alzheimer's in Monterey and Santa Cruz with direct accountability for goals set forth in the annual budget.
- Develop and follow a comprehensive development plan for Walk to End Alzheimer's that includes management of event budgets, timelines, team recruitment and retention strategies, volunteer committee development, marketing/PR and logistics.
- Cultivate community contacts to recruit volunteer leadership on the Walk to End Alzheimer's planning committee and garner community support.
- Ensure Walk volunteer committees are recruited, trained and developed on the National Walk to End Alzheimer's timeline and utilizing best practices, resulting in the attainment of income goal and team goals.
- Through volunteer networks, prospect, cultivate and steward Walk to End Alzheimer's teams, sponsors and walkers to achieve the Chapter's development goals.

- Utilize creative market building strategies such as cold calling, active community networking, social media and the ability to leverage volunteer connections and spheres of influence to prospect, cultivate and manage new accounts.
- Work with the volunteer planning committee to organize outreach activities that promote the Alzheimer's Association mission and services, including community presentations and corporate engagement opportunities.
- Facilitate smooth integration of the Association's best practices, standards and guidelines.
- Maintain relationships with key corporate sponsors year-round and ensure involvement in all relevant chapter activities and recognition opportunities.
- Ensure timely and efficient data entry process and donation processing related to the Monterey and Santa Cruz Walks.
- Manage the Walk websites and all related setup, reports and information.
- Promote employee education sessions in local corporations in the community to generate awareness for our cause; to reach out to others; to give back to the corporate sector, and to open new doors for sponsorship opportunities.

QUALIFICATIONS

- Bachelor's degree; or an equivalent combination of education, training, and relevant work experience from an accredited college or university
- Minimum 3 years' demonstrated ability to recruit, motivate and coach volunteers in a fundraising environment preferred.
- Creative, proactive, strategic, detail-oriented and consistent with a strong commitment to excellence, quality, timeliness, efficiency and effectiveness.
- Ability to work under pressure.
- Critical and strategic thinker with strong time management skills, as well as a professional and courteous demeanor and the ability to work collaboratively with colleagues.
- Excellent verbal and written communication skills and mature judgment. Ability to act with discretion in all matters.
- Demonstrated ability to form and develop corporate relationships and partnerships.
- Demonstrated success in the development and promotion of fundraising events or similar campaigns.
- Ability to sell the Chapter's programs and events to a variety of audiences, including corporate management, individual participants and volunteers.
- Ability to manage large numbers of volunteers at different levels of expertise with diplomacy.
- Excellent organizational skills; professional customer service skills with visitors, callers and volunteers.
- Strong knowledge of Microsoft Office applications and development databases.
- Understanding of database management, gift processing, and donor relations.
- Ability to plan and execute events and programs, and measure their impact.
- Experience developing, measuring and reporting on strategies, performance metrics, and budgets.
- Experience managing administrative staff.
- Ability to learn and use Convio/Luminate Database.
- Familiarity with and connected within the Sacramento business community.
- Possess access to reliable vehicle, valid driver's license and proof of automobile insurance required.
- Ability and willingness to work occasional evenings and weekends as required to meet community needs.
- Ability and willingness to travel as required to meet the needs of the job.

- Ability to carry up to 25 pounds of equipment and supplies.

PERSONAL CHARACTERISTICS REQUIRED

- Outgoing, Positive, Engaging and Enthusiastic
- Self-starter, able to work independently and problem-solve
- Strong ability to self-manage with significant strength in time management
- Willingness to work some evenings and weekends
- Ability to work on a team and develop relationships in the community
- Ability to work with diverse communities and demonstrate inclusion
- Detail-oriented, efficient, and ability to multi-task
- Sensitivity to working with older adults and ability to work compassionately with persons with dementia or memory loss
- Strong listening skills; friendly, helpful manner with clients

Equal Opportunity Statement

The Alzheimer's Association is an Equal Opportunity Employer. We welcome and encourage diversity in the workplace regardless of race, gender, sexual orientation, gender identity, disability or veteran status.