



Job Profile

Job Title:	Special Events Associate
Department:	Advancement
Reports to:	Director of Advancement
Date:	1/23/25

Job Status:

Exempt <input checked="" type="checkbox"/>	Non-Exempt <input type="checkbox"/>
Full-time <input checked="" type="checkbox"/>	Part-time <input type="checkbox"/>

General Summary

What is the primary purpose of this position?

The Special Events Associate is responsible for building and maintaining relationships that lead to sponsorship and attaining financial and attendance goals for all special events. This includes the direct management, marketing, and logistics of all Advancement Department revenue program special events as well as large-scale community cultivation events.

The Special Events Associate works closely with the Director of Advancement and the Advancement team to accomplish development-related tasks including, but not limited to, strategic cultivation of event sponsors and individual donors, and special event promotion and execution. With limited supervision, this role plans and coordinates the school's major fundraising events and strategic cultivation events; recruits, instructs/orients, and schedules volunteers; schedules related activities and facilities; and prepares and maintains required documentation. The person in this position must be available to work some nights and weekends as needed for events.

Essential Responsibilities

List all major job functions performed on a regular basis.

All areas of responsibility must be operated consistent with the Catholic mission of the school.

Special Events Management

- In conjunction with the Director of Advancement, develops and maintains special event revenue goals and strategies. Works with school administration to create yearly calendar for special events.
- Identifies & cultivates event sponsors for fundraising events, ensuring financial goals are met; creates standard sponsorship benefits & guidelines to maximize sponsor recognition & value.
- Executes all strategic fundraising events including the Auction, Crab Feed and other Advancement Department special events. Executes large-scale strategic cultivation and stewardship events for the school including the President's Society Reception, St. Francis Community Celebration, and Senior Family Reception.
- Organizes fundraising events from start to finish including: producing detailed proposals (e.g. timelines, venues, suppliers, legal obligations, project plans, staffing, budgets); securing and booking venues; ensuring insurance, legal, health and safety obligations are adhered to; coordinating venue management, caterers, designers, contractors & equipment hire;



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organizing facilities for car parking, traffic control, security, first aid, hospitality and media (if needed); planning room layouts and entertainment; coordinating staff and volunteers; overseeing the dismantling and removal of the event, and clearing the venue efficiently.

- Coordinates and establishes event committees, attends all event-related meetings, prepares agendas, records and distributes minutes, attends events, and works in conjunction with the Director of Advancement and Alumnae & Constituent Relations Associate to meet the needs of all event sponsors and individual donors.
- Works with Facilities and other departments regarding event logistics for on-campus events.
- Creates marketing and public relations plan related to each special event. In conjunction with the Strategic Marketing and Communications team, organizes the production of tickets, posters, catalogues and promotional brochures; prepares information packs, promotional materials, and videos. Writes content for newsletters, advertisements, website, press releases and other publications.
- Tracks event revenue and creates/maintains reporting to track against goals and year-over-year progress; prepares and maintains event budget; analyzes post-activity evaluation data and documents debrief/lessons learned; prepares scheduled and special reports as required, including Profit and Loss analysis.

Job Specifications/Requirements

List skills/experience required for adequate performance in this position. List preferred experience and skills, if any.

Education:

Bachelor's degree in related field required.

Job experience:

- Three to five years experience in event planning and fundraising.
- Proficient with Microsoft Office Suite, Google Drive and Adobe Acrobat.
- Familiarity with event management and mobile bidding software such as OneCause, and peer-to-peer/crowd funding software such as GiveCampus.
- Familiarity with gift processing and development database software such as Raiser's Edge preferred.

Technical/Functional skills:

- Competence and confidence in securing financial commitments with donors.
- Excellent verbal and written communication skills.
- Ability to multi-task and determine priorities to meet deadlines and utilize creativity to develop new and more efficient systems.
- Strong interpersonal skills and the ability to work effectively with a wide range of constituencies in a diverse community.
- Ability to bolster team members and constituents through positive, high energy interactions.
- Strong organizational and time management skills with exceptional attention to detail.
- Ability to gather data, compile information, and prepare reports.
- Ability to recruit, train and supervise volunteers, interns, and staff.
- Knowledge of finance, accounting, budgeting, and business etiquette protocols.



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- Strong customer focus.
- A professional and resourceful style; the ability to take initiative and manage multiple projects at a time.
- Ability to work some nights and weekends as needed for events.

Other Requirements:

- Other duties may be required as needed.

Employee Signature:

Date:

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Supervisor Signature:

Date:

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HR Signature:

Date:

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