

**TITLE****Events Manager****TEAM**

Communications

**SUMMARY**

The Events Manager is a member of the Communications team and will provide event, marketing, and promotional management, including planning, logistics, and execution for external organizational events, often focused on fundraising and donor and volunteer engagement. The individual in this position will ensure the implementation of high-caliber events and marketing tactics that accurately and appropriately reflect the KGH Foundation's brand and mission.

As this position has many cross-functional responsibilities, they will receive mentorship, support and training from a variety of team members. The Senior Director of Communications will be responsible for their professional development and for ensuring they are able to meet their annual goals.

**CORE COMPETENCIES**

- Accountability and dependability
- Able to work to deadline
- Ability to lead groups
- Detail orientation
- High-level organizational skills
- Problem-solving
- Resourceful and results-focused
- Significant creative skills
- Project management

**KEY RESPONSIBILITIES****EVENTS MANAGEMENT & COORDINATION**

- Manages and implements a variety of fundraising, cultivation, engagement, stewardship, and internal events organized by the KGH Foundation.
- Responsible for all aspects of event manage including budget tracking, managing timelines and production schedule, working with a variety of vendors and stakeholders, securing unique venues, tracking of rentals, day-of execution, post-event tasks, etc.
- Establishes and maintains positive working relationships with donors and key stakeholders.
- Responsible for creating comprehensive volunteer support systems to assist with the operations of each event. This includes sourcing a volunteer platform, writing job descriptions, managing recruitment, on-site training and post-event stewardship for volunteers.
- Works in partnership with a variety of event committee members to successfully plan and execute events, ensuring they adhere to deadlines and tasks.

- Ensures accurate and relevant data is maintained for all event-related activities to allow annual comparative analysis.
- Works in partnership with the Stewardship Manager to ensure appropriate stewardship and recognition is provided to all volunteers, sponsors and third parties involved with KGH Foundation development events.
- Analyzes the KGH Foundation's events and programs to set their strategic vision and to define how the Foundation can use events as an engagement opportunity and revenue mechanism
- Creates and implements project briefs including key objectives and goals, budget and execution plan for all fundraising, cultivation, engagement, stewardship and Foundation-led events.
- Creates an annual schedule of all KGH Foundation-led and community-hosted events to effectively communicate event scheduling to staff members and directors of philanthropy for appropriate participation and donor engagement
- Ensures accurate and relevant data is maintained for all event related activities to allow for annual comparative analysis. Reports on key outcomes, success and opportunities to incorporate appropriate changes for future events
- Overall management and execution of all KGH Foundation-run events, which can include but not limited to:

#### *Fundraising events*

- Heart of Gold – the Foundation's signature event
- Better Together Day
- Homebase Slo-Pitch Tournament
- Campaign launch event(s)
- Day of Giving

#### *Board & Staff Events (formal and informal)*

- Annual General Meeting (AGM)
- KGH Foundation board meetings
- KGH Foundation Board & Staff Holiday Party
- KGH Foundation Staff Holiday Lunch/Gift Exchange
- Team Development Workshops

#### *Stewardship events*

- Campaign wrap-up event(s)
- Chair's Circle event series
- Donor Reception
- Legacy Event(s)
- Volunteer Gala

#### **COMMUNITY INITIATIVES AND THIRD PARTY EVENTS (under \$5,000):**

- Provides support to community initiatives and third-party donors by providing promotional, logistical, and general event support as indicated by each event. Community events may include but not limited to:
- Bands, Burgers, Beers and Balding
- Hotel Eldorado Innkeeper's Celebration
- Stride & Glide for KGH

## **MARKETING COORDINATION**

- Works with the communications team to coordinate event marketing including development and production of collateral and signage; content provision and updates for online fundraising pages and social media; advertising; media support and other promotional requirements.
- Ensures general event design(s) and collateral are on-brand and meet the visual standards of the Foundation.
- Liaise with media promotional teams as necessary to support the success of both foundation and third-party events
- Supports the communications team with a variety of non-event-related marketing and promotional tasks including, but not limited to, installation of on-site marketing projects

## **SUPPORT TO KGH FOUNDATION PROGRAMS**

- Assists development and business programs with event-related support.
- Creates and manages donor-specific stewardship and recognition events in partnership with the Stewardship Manager
- Plans, manages and supports events co-sponsored with departments or facilities related to fund development and campaign needs (campaign launch/close events, speaker's series, specialist conferences, etc.).

## **Other duties as assigned.**

## **REQUIREMENTS**

- Previous event management experience.
- Superior customer service skills.
- Knowledge of audio-visual standards.
- Knowledge of local media culture.
- Strong program and project management skills.
- Significant ability to manage varied tasks simultaneously.
- Significant attention to detail.
- Able to effectively communicate both verbally and in writing.
- Capable photography skills.
- Valid Driver's License and access to a reliable vehicle.

## **WORKING CONDITIONS**

- Mix of regular office hours and weekend and evening hours as required.