

## **JEWISH FAMILY SERVICES**

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### **Job description**

**JOB TITLE:** Events and Marketing Manager

**DEPARTMENT:** Development and Marketing

**REPORTS TO:** Chief Development Officer (CDO)

#### **PURPOSE/SCOPE OF RESPONSIBILITY**

The Marketing and Events Manager will work closely with the Chief Development Officer and Program Directors/Managers to promote agency services, programs and news, as well as successfully plan and implement fundraising events as well as program focused events for the agency.

#### **ESSENTIAL DUTIES, RESPONSIBILITIES, & COMPETENCIES**

1. Take leadership role in planning, management, and execution of agency events for fundraising, friend-raising, family life education and community building.
2. Build a well-balanced event portfolio including legacy and new events, responsible for at least 30% of the annual philanthropic revenue.
3. Develop and maintain event budgets.
4. Establish and maintain relationships with vendors and venues.
5. Create corporate sponsorship and in-kind solicitation packages for events.
6. Maintain guest lists, gather and prepare registration materials, and other duties as assigned for fund-raising events and agency programming events.
7. Work closely and conduct ongoing donor record reconciliations with JFS Development Coordinator.
8. Manage, coordinate, and oversee work of graphic designer for the creation of flyers, invitations, posters, and other marketing materials as needed, including social media and website.
9. Assist CDO in developing marketing strategy for the agency.
10. Represent the agency at community events.
11. Craft and coordinate bi-weekly Constant Contact e-newsletter.
12. Generate e-content through social media and e-mail blasts.
13. Generate creation of media content representing agency.
14. Prepare media materials for distribution. (i.e. copying, filing, mailing, e- mailing)
15. Assemble media and donor kits for events and meetings.
16. Work closely with various development committees of the board (Event Planning, Major Gifts, Impact, etc.) to provide support for their activities and assist in all of their fundraising efforts.

#### **OTHER DUTIES, RESPONSIBILITIES, & COMPETENCIES**

1. Meets clients' needs by participating in the planning for necessary services in the agency.

2. Shares professional knowledge with staff by seeking out professional development opportunities and sharing new learning with staff.
3. Establishes the agency as a credible service provider by presenting information at community workshops.
4. Supports agency operations by appropriately representing the agency in all forums and by demonstrating commitment to agency philosophy, mission, goals, policies and procedures.
5. Contributes to effective use of agency resources by identifying and implementing options for cost containment.
6. Contributes to team effort by accomplishing related results as needed.
7. Uses time effectively by appropriately planning, organizing and scheduling required work hours to meet agency needs.
8. Demonstrates effective judgment by making appropriate decisions, as well as conducting and maintaining professional manners and appearance at all times.
9. Maintains safe and clean working environment by complying with health and safety guidelines.

## **QUALIFICATIONS**

*To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

- Bachelor's degree in a related field.
- Minimum experience of 3 years in Marketing, Event Planning.
- Proficiency in Microsoft Suite.
- Proficiency in Adobe Creative Suite Preferred.
- Ability to organize and prioritize work and to work independently with little supervision.
- Ability to work among with large teams effectively.

## **REQUIRED LANGUAGE SKILLS**

Ability to express oneself in an articulate and effective manner both verbally and in written communication.

## **REQUIRED REASONING ABILITY**

Ability to deal with abstract as well as concrete concepts, problematic people and situations.

Ability to define problems, collect data, establish facts and draw valid conclusions.

**The salary range, duties, and responsibilities of this position meet the requirements of Section 13 (a) (1) of the Fair Labor Standards Act and therefore qualifies as an "exempt" position.**

Job Type: Full-time