

Position Description

Job Definition

Title: Special Events Manager
Department: Office of the Vice President of Resource Development
Reports To: Vice President of Resource Development
FLSA Status: Exempt
Date Modified: November 28, 2011

Job Purpose

The Special Events Manager plans, implements, executes, and follows up with all special events and tours for the American Indian College Fund to raise funds and awareness of the tribal college movement.

Job Context

Raising awareness and increasing revenue are two of the organization's main strategic goals. Special events raise awareness of the Fund through media coverage, engaging new donors, and informing current donors about new initiatives at the organization. Special events also raise funds directly for scholarships, along with bringing in new donors and developing relationships with existing donors.

Cultural sensitivity and respect are two of the main values of the American Indian College Fund. Each event that we execute is designed to engage our constituents in the rich and diverse cultures of different American Indian tribes and the role the tribal colleges play in cultural preservation. Respect for elders and traditions trumps what would be standard practice (i.e. blessing at the opening of program) for an event planner at another organization, and anyone in this position needs to recognize the importance of adhering to these values.

Job Responsibilities

1. Implements and plans events to meet strategic objectives
 - a. Creates events that increase the engagement and support of Fund donors/prospects.
 - b. Develops and tracks timelines/benchmarks to ensure events are on schedule and deadlines are met.
 - c. Coordinates vendor contracts.
 - d. Ensures contract obligations are met.
 - e. Coordinates and implements event special guests' itineraries, staff assignments, board, and related travel.
 - f. Coordinates the invitation process.
 - g. Creates event planning committee and coordinates all correspondence with committee members.

2. Meets annual revenue and expense objectives.
 - a. Creates, monitors and reports on event budgets.
 - b. Works with Public Education team on advertising and promotion of events

3. Creates awareness and provides strategic messaging for events.
 - a. Provides content to Public Education team to promote events.
 - b. Coordinates the creation of all event materials including save the date cards, invitations, event programs, brochures, press releases, etc.
 - c. Assists with the execution of the media plan for each event.
 - d. Coordinates event programs, speakers, and scripts for maximum impact on attendees.

4. Tracks and reports data related to special events
 - a. Creates registration lists with detailed participant information before and after event
 - b. Ensures all event attendees are entered into and tracked in the database.
 - c. Creates event outcome reports which includes event overview, success towards objectives and suggestions for the future
 - d. Creates queries in Raiser's Edge to track income and participation for events
 - e. Executes a thorough event follow-up plan that encourages support of the Fund

5. Plans, Sells, and Executes Tribal College Tours.
 - a. Researches colleges and presents itineraries options for Resource Development staff.
 - b. Plans detailed itineraries for customized tribal college tours
 - c. Creates all tour materials including registration packets, extensive background information on all of the tour destinations, reading and gear lists.
 - d. Executes tours effectively.

6. Maintains art inventory and liquidates pieces for revenue.
 - a. Tracks all art donated to the Fund and provides information to Accounting.
 - b. Researches value of pieces.
 - c. Identifies and implements cost-effective ways to liquidate pieces.
 - d. Solicits additional pieces of art for event auctions.

Job Requirements

Competencies

- Skills in Microsoft Office and Outlook.
- Strong verbal and written communication skills.
- Ability to work with diverse cultures.
- Ability to work independently and proactively.
- Attention to detail and multi-tasking.

- Strong problem solving skills required under high pressure situations.
- Ability to work under tight deadlines on multiple projects with minimal supervision.
- Must be willing to travel periodically and work some nights and weekends.
- Attention to deadlines and prioritizing projects necessary.
- Knowledge of or interest in learning about American Indian education.

Education / Experience / Certification Requirements

Bachelor's Degree

1+ year of Event Planning experience

Preferred Qualifications: Following degree fields preferred: Communications, Business, Advertising

Problem Solving

Independently solves standard problems; receives guidance on complex problems

Interpersonal Contacts

This position has interaction with all departments. The Special Events Coordinator takes input from Individual Giving, Corporations, Foundations, Management, and Public Education on how events should run and what outcomes are expected. They also interact with a multitude of high-level donors, vendors, students, speakers, entertainers, tribal college presidents and board members. It is important that the person in this position is able to take input from multiple sources and integrate it into cohesive action plans.

Consequences of Error

Rework and Intervention. Work is performed independently and errors would not be caught internally. Potential errors create problems so severe that they require intervention from an executive in the organization to avoid lost revenue or increased expenditures. There is a cost associated with fixing the problem and the time of the executive involved.

Responsibility for Work of Others

This position does not oversee any other staff. It does coordinate the work of many staff members however, taking pieces of projects from multiple departments and merging them together. As such, occasionally this position has to assign and track work to others. Position also reviews work of the data entry team to ensure accuracy.

Direction Received

General supervision. Work is reviewed. Independently performs assignments. Consults supervisor concerning unusual problems and developments.

Essential Physical Requirements

Standing for long periods, ability to lift 20pounds, multi-tasking with a variety of different responsibilities and frequent keyboarding.

Note: This description is intended to capture the uniqueness of the position. It is not intended to be an all-inclusive list of every task the incumbent may be asked to carry out. Other duties may be assigned from time to time that differ from the responsibilities listed here.

Please email a letter of interest, report writing sample (maximum of two to three pages), salary requirements and résumé to: applications@collegefund.org

American Indian College Fund
Human Resources Department
8333 Greenwood Boulevard
Denver, CO 80221

Office: 303-426-8900 ext 332
Fax: 303-426-1200
www.collegefund.org