

## **Girl Scouts of Greater Los Angeles**

### **POSITION DESCRIPTION**

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**Date: October 2014**

<b>Position Title:</b>	<b>Special Events Manager</b>
<b>Location:</b>	<b>Downtown LA</b>
<b>Reports To:</b>	<b>Director of Development</b>
<b>Exempt: X</b>	<b>Non Exempt:</b>

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### **POSITION SUMMARY**

Reporting to the Director of Development, the Special Events Manager raises funds, plans and executes events to meet or exceed special event and corporate budget goals.

### **MAJOR ACCOUNTABILITIES**

- Oversees the planning and execution of fundraising events such as ToGetHerThere to meet or exceed revenue, expense and attendance goals.
- Provides guidance and raises funds for program events including Gold Award Ceremony, Family Fit Fair, Annual Meeting & Volunteer Recognition Ceremony, and other various events.
- Develop and track revenue/expense budgets for special events.
- Provide courteous, consistent, professional and knowledgeable customer service with internal and external audiences.
- Effectively work with/coordinate the efforts of staff committee members, Board of Directors, and volunteers.
- Move corporate prospects along the giving path with timely identification, cultivation, solicitation and stewardship through direct contact and active prospect management.
- Create sponsor packets, sponsor levels and personalized letters/appeals in order to secure sponsorships. Work with each sponsor to achieve customized signage, program space, or other marketing opportunities. Follow up on all sponsor payments due and develop appropriate thank you and recognition.
- Ensure that events are reflective of GSGLA's image and purpose.
- Create and manage event templates, timelines, deadlines, budgets, schedules, master calendar, staffing charts.
- Negotiate relationships with all event vendors and consultants and work closely with vendors to ensure a successful event.
- Coordinate all logistics before, day of and after event. Troubleshoot problem areas and coordinate activities to ensure event success.
- Coordinate with the marketing department all promotions and marketing for each event to include content for such items as Save the Date cards, flyers, invitations, RSVP cards/envelopes, website listings, media releases.

- Manage invite and RSVP lists, as well as cash and financial reports, and oversee event logistics and seating. Maintain the Event Management database: seating, guest list, RSVP's.
- Participate as a member of the development team supporting the organizations vision for growth.
- Create the event program from entry until exit for each guest/participant including but not limited to creating the agenda/program, stage managing, time flow, VIP coordination.
- Assist with individual and foundation giving as needed.
- Other duties as assigned.

**SKILLS, EXPERIENCE & QUALIFICATIONS**

- Minimum of 3 years experience in event management and planning; fundraising; and successfully implementing development events to achieve measurable goals.
- Experience making cold-calls with resilience and tenacity.
- Excellent verbal, written and presentation skills a must. Must be able to build relationships from scratch and sustain and develop them for long term and/or increased support.
- Ability to manage budgets, utilize basic accounting tools and regularly assess and re-evaluate long range and short range goals.
- High degree of organization and ability to multi-task to meet competing deadlines.
- Experience with donor database programs, Outlook and Microsoft office programs: Word, Excel, Power Point.

**EDUCATION**

Bachelor degree needed. Masters degree a plus or relevant equivalent experience.

**ESSENTIAL DUTIES OF THE POSITION:**

Ability to drive, travel, load car with event supplies and lift at least 20lbs of goods at a time.

**ORGANIZATION MISSION & VALUES**

See attached page.

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Employee Name:

Date: