



Job Description	Manager, Special Events and Volunteers
Date Prepared	April 2018
Reports to	Director of Fund Development
Immediate Reports	Coordinator, Events and Volunteers; Seasonal interns

Job Purpose

The Manager, Special Events and Volunteers manages the special event portfolio for Sunshine and lends expertise to community based events. The manager provides strategy oversight for the volunteer program and supervises volunteer engagement.

Duties and Responsibilities

Overall:

- As a member of the management team participate in, and actively support, the annual planning process and budget preparation. Develop the annual plan for the special events and volunteer portfolios, including budget preparation.
- Work with marketing and communications team to develop event and volunteer program marketing strategies and oversee implementation.
- Explore and develop collaborative partnership opportunities with key community partners to effectively implement strategies for the special events and volunteer portfolios.
- Build, retain and steward relationships with key stakeholders within the event and volunteer portfolios
- Work with peers in the recruitment, assignment and training of development team contract employees.
- Utilize effective project management strategies to manage resources, risks and timelines.
- Thoroughly understand, uphold and articulate the organization's mission, vision and values collaborating internally and externally.
- Support other activities within the Canadian National Office, as required.
- Work collaboratively with all members of the staff as a functional member of the Management Team.

Special Event Management:

- Manage annual event-driven revenue, with the support of external resources, volunteers and interns, including both signature and third party events.
- Manage and execute Sunshine's special events plan to achieve revenue goals and further the organization's strategic priorities.
- Manage and execute signature event team recruitment and registration and report to revenue targets.
- Work with the Director of Fund Development, to develop growth strategies for the signature event portfolio, and to manage the volunteer program.
- Identify and recommend opportunities to advance development efforts through fundraising events.

- Provide technical expertise for online peer to peer strategies as it relates to signature and third party events.
- Manage the implementation of peer to peer modules to enhance special event and third party efforts.

Volunteer Program Management:

- Improve and manage the volunteer program and regularly monitor and evaluate to measure effectiveness.
- Recruit, steward and retain leadership level volunteers for key roles in key markets.
- Analyze trends in events and volunteers, identifying best practices and bringing forward recommendations for new revenue generating and engagement opportunities.
- Supervise the Coordinator, Volunteers, in the execution of volunteer annual plans.

Qualifications

- University degree, marketing and/or business focus preferred.
- 5+ years proven special event management experience, preferably with a charitable organization with national scope.
- 5+ years proven track record of meeting and exceeding revenue targets for event budgets \$500,000+.
- 5+ years staff management experience. Experience working within an entrepreneurial culture with a small support team, with demonstrated ability to creatively source volunteer talent as required to ensure optimal results.
- Demonstrated ability to build strategy and execute upon the strategy, with experience building a national special event strategy and national volunteer engagement strategy.
- Strong planning, project management and budget management skills; ability to manage multiple projects from conception to completion within tightly prescribed timelines and with minimal supervision.
- Demonstrated technical proficiency working with peer to peer fundraising platforms, preferably Team Raiser and Blackbaud products.
- Experience working with industry suppliers, event vendors, media and photographers. Experience overseeing the design and production of print materials with knowledge of graphic design principles, layout and production of high-quality print or online materials.
- Demonstrated leadership experience working in a high performance, team environment, including experience managing staff and community members in a supportive manner.
- Ability to navigate a wide range of internal and external stakeholder relationships, demonstrating mature judgment. Strong interpersonal skills and an ability to work with individuals and groups from diverse backgrounds.
- Superior communication skills including the ability to effectively present the organization to external stakeholders.
- Ability to prioritize big picture ideas and execute into tangible actions.
- Knowledge of industry leading special event models and best practices.
- Strong judgment skills with demonstrated experience identifying and anticipating issues.
- Creative, strategic, analytical thinker with high level of computer proficiency.
- Positive and professional attitude, appearance and demeanour, and the ability to serve as a professional role model internally and in the community.
- Ability to manage stress effectively and multiple demands on your time.
- Ability to communicate in both official languages an asset.
- Good standing/membership with sector specific associations, accreditation desirable. CRFE designation an asset.
- Ability to travel as necessary across Canada as required. Valid Driver's Licence with appropriate business-level insurance coverage required.