

# Job Description: Communications and Events Manager

*Helping Neighbors, Feeding Friends*

## **Organizational Role**

We're looking for a Type A person who loves people, marketing communications, events, and our mission. You'll be serving a great cause while working in a casual, fun work environment, with a small super friendly staff, 350+ of the best volunteers in the world, and a community that has been so very supportive throughout our 39+ years of service. The Communications and Events Manager will manage a wide range of activities throughout the year including our Gala, additional smaller events, mid-year and annual appeals, grant writing, multi-channel marketing, and donor relations/communications.

## **Qualifications:**

- BS (required), MA (a plus)
- Three-plus years' experience in marketing, communications, and event fundraising components.
- Demonstrated excellence in organizational, managerial, and communication skills

**Proficiency in the use of computer for:** Fundraising software, MS Office, web-based applications, and Internet/Grant Submissions

## **Purpose and Goals:**

- Raise awareness of our organization and mission
- Attract and retain donors, volunteers, and supporters
- Raise awareness and participation in our meal programs
- Build relationships with key stakeholders, sponsors, and the community

## **Responsibilities:**

**Develop and execute our strategic marketing plan which includes:**

- Overall goals, objectives, target audiences, messaging, and calendar
- Manage all aspects of our multi-channel marketing approach- website, email marketing, social media (Facebook/Instagram/LinkedIn), direct mail, print newsletter, event communications/collaterals, public relations and media outreach.

**Plan and manage event communications (Gala), sponsorships, and auction solicitations (Live & Silent)**

- Create event collaterals and communications for our Gala
- Manage all aspects of sponsorship solicitations in collaboration with the President
- Collaborate with the team on various aspects of the Gala including timeline, roles & responsibilities, venue, seating, guests, customer service, and more.
- For the Gala, manage the auction process using our AuctionMaestro system along with overseeing the volunteer auction committee who solicits in-kind donations for the auction.

**Manage and execute our grant applications**

- Prepare, submit, and track grant applications as outlined in the fund development plan to generate funds for the organization and expand applications in the area of healthcare focused foundations.
- Prepare regular reports on progress of grants and sponsorship solicitations

PO Box 583 ▪ Mount Pleasant, SC 29465 ▪ [info@ecmow.org](mailto:info@ecmow.org) ▪ [www.ecmow.org](http://www.ecmow.org)

Office: (843) 881 – 9350 ▪ Fax: (843) 881 – 0994

Federal Tax ID# 57-0804618



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### Personal characteristics

- A motivated self-starter who can multitask effectively
- Creative thinking and problem solver
- Advanced written and oral communications skills
- Creativity/Innovation: Develop new and unique ways to communicate with our constituents
- Community Relationships: Establish and develop key relationships with supporters in the community.
- Communicate Effectively: Speak, listen and write clearly. Also speak on behalf of the organization.
- Foster Teamwork: Works cooperatively and effectively with others, have fun, smile, and laugh on a regular basis.

**To Apply** – Please forward resume and cover letter to George Roberts at [groberts@ecmow.org](mailto:groberts@ecmow.org) or , East Cooper Meals on Wheels, PO Box 583, Mt. Pleasant, SC 29465. Please include a salary requirement.

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