

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 ▪ 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 or , East Cooper Meals on Wheels, PO Box 583, Mt. Pleasant, SC 29465. Please include a salary requirement.

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