



Job Description

Job Title	Event and Marketing Manager		
Reports to:	Vice President of Development	Department:	Fund Development
Employee Type:	Full-Time	Classification:	Exempt
Supervisory Responsibilities:	None	Number of Employees:	None

Duties	The Event and Marketing Assistant works to advance fundraising and marketing efforts for The Heat and Warmth Fund. This position is responsible for executing fundraising events, related marketing, and branding, and supporting the development department as needed.
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Essential Functions

- Partner with the fund development team to achieve annual fundraising goals.
- Support the planning, management, and execution of four annual signature fundraising events, including:
 - Meeting fundraising goals and objectives
 - Providing a positive donor experience
 - Creating, maintaining, and fulfilling sponsorship packages
 - Coordinating the production and distribution of event materials (invitations, programs, signage, etc.)
 - Tracking and managing ticket sales, event sponsorships, solicitation mailings, capturing new donor information, and executing sponsorship benefits.
 - Responsible for event logistics and external event vendor management
 - Responsible for auction recruitment, solicitation, and management (using event software)
 - Managing timelines, budgets/revenue, and expense tracking
 - Securing raffle and liquor licenses as needed
 - Managing post-event follow-up
 - Supporting committee and volunteer management
- Support direct mail campaigns and additional solicitation activity.
- Assist Database Specialist by serving as a backup for gift entry, processing donations, and online transactions, coordinating acknowledgments, monitoring duplicate records, and additional database coding and cleanup items.

Knowledge Skills and Abilities

- Excellent written and verbal communication skills.
- Superior attention to detail and accuracy.
- Exceptional relationship management and interpersonal skills to create an outstanding experience for donors, sponsors, board members, clients, volunteers, and staff.
- Must possess strong oral and presentation skills.

- Ability to set and maintain a budget and manage resources.
- Excellent time management skills that enable management of multi-tasks.
- Ability to work evening and weekend events.
- Ability to work independently and be an integral part of the team.
- Understanding of database management, gift processing, and donor relations.
- Ability to work in a fast-paced environment and manage multiple and varied priorities.
- Well-versed in all Microsoft Office Suite and Adobe products or other design programs.
- Critical thinker with excellent problem-solving skills.
- Willingness to work occasional evenings and weekends as needed.

Education and Experience

- Bachelor's Degree in communications, marketing, business, or related field.
- Minimum two years of fundraising, events, marketing, or related experience in a non-profit setting required.
- A demonstrated track record of accomplishments in fundraising events.
- Database management experience (Raiser's Edge) preferred.
- Content creation and management experience preferred.
- Ability to analyze and present complex data.

Physical Requirements*

While performing the duties of this job, the employee may occasionally be required to stand, walk and/or stoop for long periods of time. Mild physical labor is required to complete the tasks at hand. Other physical demands coincide with the duties of a fundraising professional. The employee must occasionally lift and/or move up to 25 pounds.

***THAW will make reasonable accommodations necessary to comply with the ADA regulations.**

Travel Requirements

Some local travel related to event planning will be required for position. Must have reliable transportation, valid driver's license, and auto insurance.

COVID-19 Considerations

THAW has instituted mandatory vaccine requirements for all staff and COVID-19 Protocols to ensure staff and visitor safety. Temporarily, staff members work a hybrid schedule (2 days in the office/3 days remotely).

The Heat and Warmth Fund (THAW) is an equal opportunity employer. THAW does not discriminate on the basis of race/color/religion/sex/national origin/veteran/disability/age/sexual orientation/gender identity or any other characteristic protected by law.

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Work Environment

This position operates in professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

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