

JOB DESCRIPTION

Position Title: Specialists, Events and Corporate Partner
Written By: Sharon Ramsey, Director of Development & Communications
Position Reports to (Title): Director of Development & Communications
Effective Date: June 2022
Department: Development & Communications
Exempt/Non-Exempt: Full time, Exempt

Position Summary

Powell Gardens seeks to hire an Events and Corporate Partner Specialist to manage the annual fundraiser, major event fundraisers within the Gardens' seasonal campaigns and festivals, and stewardship events. This position is responsible for meeting and exceeding the fundraising goals for each fundraiser through sponsorships, tickets sales, auctions, etc. Reporting to and working with the Director of Development & Communications, the Events Specialist plays a vital role in supporting Powell Gardens' efforts to build donor relationships, increase community awareness and fundraise. This position will center on the planning and implementation of these events and will require cross-departmental collaboration and innovative thinking. The position works closely with volunteer planning committees and the core festival planning teams.

Essential Functions

A. Development Major Events

- Manage volunteer committees charged with creating concepts and initial plans for the annual fundraiser. Execute the planning of these concepts by securing event vendors, event sites, decoration themes, and food and beverage menu.
- Collaborate with the development team and committee to identify and secure sponsorship and attendance necessary to meet and exceed event and budget goals.
- Oversee and coordinate outreach efforts in collaboration with the marketing team, such as but not limited to: creation and production of printed materials, scripts, digital materials, email communications, website, etc.
- Manage day-of-event logistics, such as but not limited to: guest registration/check-out, RSVPs, table assignments, day of volunteer management, etc.
- Adhere to event budgets, obtain quotes/bids and submit contracts per the organization's policy and procedures.
- Track income, in-kind donations and expenditures for each event.
- Manage fundraising auctions from start to finish, including fulfillment after auctions.
- Secure speakers and/or entertainment and manage their participation in events.
- Evaluate events for meeting objectives, goals, and future planning to achieve growth year over year.
- Other duties as assigned to meet organizational fundraising goals.

B. Seasonal and Festival Fundraiser Events

- Manage planning of event fundraiser for each seasonal campaign and festival.
- Collaborate with the development team to identify and secure sponsorship and attendance necessary to meet and exceed event and budget goals.
- Collaborate with festival core team on festival elements.
- Work with all departments and evaluate all event logistics to make sure details are being executed to the fulfillment of the Gardens' and client expectations.
- Manage timelines and deadlines assuring successful implementation and completion of all major event fundraisers.

- Utilize organization Master Calendar and update as needed.
- Manage on-site preparation, execution, and logistics of all major event fundraisers, some festival elements, and VIP events.
- Collaborate with the Festival Coordinator on all event fundraisers and festival elements to ensure seamless coordination of staffing, resources, and communication.
- Other duties as assigned to meet organizational fundraising goals.

C. Corporate Partnership and Relationship Management

- Works with Director of Development & Communications on corporate partnership plans, prospect lists, multi-year sponsorship proposals; cultivation and stewardship of corporate partners
- Execute development department stewardship events, such as but not limited to: dedications and Society of Perennial Partners events.
- Oversight of the corporate membership program.

3. Sphere of Responsibility

This position does not directly supervise staff. However, the Specialist must supervise many individuals in the course of executing the duties. This includes:

- Vendors such as caterers, printers and entertainers.
- Staff responsible for preparing the event space.
- Volunteers

The position engages directly with the Board of Directors.

4. Internal and External Contacts

Internal: All Powell Gardens employees, Board of Directors, volunteers

External: Vendors, Donors, Prospects, Community

5. Consequence of Error

The Events and Corporate Partner Specialist has the responsibility to plan and execute the major fundraising and seasonal events of the Garden. Financial stability depends on the growing success of earned and contributed revenue to support the annual operating budget. Failure to successfully execute the duties of this position can result in lost revenue and damaged relationships causing financial hardship on the organization.

6. Experience/Education

Education	Bachelor’s Degree, preferred
Experience	3+ years of successful experience in development, specifically special event management 1 year of volunteer management experience Experience working with a Board of Directors is a plus
Knowledge	Excellent computer skills; proficiency in Word/Excel/PowerPoint/Outlook/Constant Contact Ability to implement needed information in the Altru database system and understanding of how to use the system to report and create efficiencies Ability to upload information to the public website Ability to analyze data for product improvement
Communications	Excellent written and verbal communication skills Editing and proof-reading skills Diplomatic and professional Warm and welcoming

	<p>Enthusiastic and passionate Transparent and factual Problem-solver Excellent at managing expectations</p>
<p>Core Competencies</p>	<p>Action- Oriented and Nimble Learning Readily takes action on challenges, without unnecessary planning; identifies and seizes new opportunities; displays a can-do attitude in good and bad times; steps up to handle tough issues; learns quickly when facing new situations; experiments to find new solutions; takes on the challenge of unfamiliar tasks; extracts lessons learned from failures and mistakes</p> <p>Balances Stakeholders Understand internal and external stakeholder requirements, expectations and needs; balances the interests of multiple stakeholders; considers cultural and ethical factors in decision-making process; acts fairly despite conflicting demands of stakeholders</p> <p>Builds Networks Maintains relationships across a variety of functions and locations; draws upon multiple relationships to exchange ideas, resources, and know-how; consults with a wide network of internal and external connections; connects the right people to accomplish goals, works through formal and informal channels to build broad-based relationships and support</p> <p>Collaborates Models collaboration across the organization; facilitates an open dialogue with a wide variety of contributors and stakeholders; represents own interests while being fair to others and their interests; credits others for their contributions and accomplishments; promotes high visibility of shared contributions to goals</p> <p>Drives Vision and Purpose Talks about future possibilities in a positive way; creates milestones and symbols to rally support behind the vision; articulates the vision in a way everyone can relate to creates organization-wide energy and optimism for the future; shows personal commitment to the vision</p> <p>Interpersonal Savvy Relates comfortably with people across levels, functions, culture, and geography; acts with diplomacy and tact; builds rapport in an open, friendly, and accepting way; builds constructive relationships with people both similar and different to self; picks up on interpersonal and group dynamics</p> <p>Managing Change & Improvement Measures effectiveness in initiating changes; adapts to necessary changes from old methods when they are no longer practical; identifies new methods and generates improvement in the organization’s performance</p> <p>Manages Conflict Steps up to conflicts, seeing them as opportunities; asks questions and listens closely to all issues presented; finds common ground and drives to consensus, ensuring that all feel heard; defuses high-tension situations effectively</p> <p>Optimizes Work Processes Designs processes and procedures that allow managing from a distance; seeks ways to improve processes, from small tweaks to complete reengineering; separates and combines tasks into efficient and simple workflow; thinks about the whole system, focuses efforts on continuous improvement; identifies and seizes opportunities for synergy and integration</p>

	<p>Persuades and Negotiates Convinces others to take action; negotiates skillfully in touchy situations; responds effectively to the reactions and positions of others; shares own ideas in a compelling manner that gains commitment from others; finds common ground and acceptable alternatives that satisfy the needs of multiple stakeholders</p> <p>Plans and Aligns Contributes to key results through execution of job duties; makes sound and timely decisions related to job duties; consults others when appropriate; suggests ways to do the job better</p> <p>Situational Adaptability and Decision Quality Picks up on situational cues and adjusts in the moment; readily adapts personal, interpersonal, and leadership behavior; understands that different situations may call for different approaches; can act differently depending on the circumstances: Makes sound decisions, even in the absence of complete information; relies on a mixture of analysis, wisdom, experience, and judgment when making decisions; considers all relevant factors and uses appropriate decision-making criteria and principles; recognizes when a quick 80% solution will suffice</p>
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7. Work Environment/Physical Requirements

Primarily Monday through Friday, 8 am to 5 pm, but employee must be willing to work longer hours as projects and deadlines require. Must be available to work as required at festivals, special events or other onsite programs as needed, including the days designated as Staff Work Days. Attend Board meetings and Committee meetings outside of normal working hours. Travel to off-site meetings as required. Able to remain in a stationary position up to 50% of the time; move about inside the office to perform normal duties; stand for long periods; and move throughout a multi-facility work location. To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This description is not intended as a contract and is subject to change and revision.

Disclaimer Statement:

Every effort has been made to make your job description as complete as possible. However, this position description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform any other duties requested by their department supervisor.

Accepted By: _____ Date: _____