



Potter League for Animals
Position Description

JOB TITLE	Event & Corporate Relations Manager	DEPARTMENT	Development
CLASSIFICATION	Full-time, salaried, exempt	REPORTS TO	Chief Philanthropy Officer
SUPERVISES	Event volunteers and committee members.	DATE	July 2023

JOB PURPOSE

The Event & Corporate Relations Manager supports all aspects of the Potter League for Animals' fundraising events. They have an eye for detail and ensure everything goes smoothly, providing hosts and guests with a meaningful experience. Additionally, they aid in developing and maintaining strong corporate relationships and active sponsorship stewardship.

The Event & Corporate Relations Manager will directly supervise and provide committee oversight for event and development support and ensure the efficient execution of three signature events annually and other special events, including planning, implementation, and follow-up. Responsibilities include but are not limited to event budget management, achievement of fundraising goals and objectives, supervision, training, and recruitment of event committees and volunteer event leaders, sponsorship cultivation and solicitation, new event development, market expansion, and event donor stewardship. The candidate will work with other development staff, interns, and other department staff, assisting the Chief Philanthropy Officer with additional development activities as needed.

The Event & Corporate Relations Manager works under the Chief Philanthropy Officer's direction to support the fundraising activities of the Potter League. Will be motivated, passionate, organized, and detail-oriented, possess superior communications skills (both written and oral), and assists in fundraising activities. Has input and involvement as needed in annual fund, planned giving, major gift activities, grant writing, and donor cultivation to ensure long-term organizational sustainability.

ACCOUNTABILITIES

- Manage and grow Potter League annual fundraising initiatives, including our spring fundraising event, summer gala, and fall fundraising walk. Develop strategies to increase event income and attendance effectively.
- Work collaboratively with the Volunteer Manager to recruit, train, manage, and recognize fundraising and event volunteers. Manage event committees and volunteers.
- Assist the Chief Philanthropy Officer in identifying and stewarding the *Forever Friends* planned giving program. Manage the annual stewardship event for Forever Friends.
- Partner with the Chief Philanthropy Officer and Director of Marketing and Community Relations to create sponsorship opportunities, actively renew and find new corporate giving sources.
- Manage and oversee the implementation of all Sponsor Programs' perks and benefits.
- Manages and oversees workplace giving, and matching gifts programs, including Combined Federal Campaign (CFC).

- Oversee all third-party fundraising events, including the Canister Donation Program.
- Manage and attend 3rd party events, including recruitment and assignments of volunteers as needed.
- Participate in the cultivation and stewardship of event donors and corporate sponsor prospects.
- Assist in managing donor records, gift processing, and recognition. Ensure accountability and compliance standards for donors and funding sources, including matching gift programs.
- Regularly inform the Chief Philanthropy Officer and Chief Executive Officer of progress toward established goals and objectives and provide comprehensive reports as needed.
- Demonstrate initiative and a flexible work schedule to meet the demands of the Development office while working enthusiastically and cooperatively with all departments and staff to ensure that organizational goals are met.
- Meet or exceed annual fundraising goals set in the fiscal year's budget.
- Adhere to all Code of Conduct standards.
- Other duties as requested.

SUCCESS FACTORS

The individual who will thrive in this position:

- Will work well independently and with an attention to detail, engage & influence others, and is motivated to achieve goals.
- Values meaningful work and their positive impact on themselves, their colleagues, and the people and pets the Potter League serves.
- Embraces their own uniqueness and individuality and that of others.
- Can demonstrate success and experience in a fast-paced development department emphasizing event management.
- Will communicate clearly and articulately verbally and in writing.
- Is a problem solver who can overcome obstacles with patience and grace.
- Is highly proficient in Microsoft Suite products, including Microsoft Excel, Word, PowerPoint, and Outlook, and adept in the use of multiple software platforms, online auction software, and CRMs.

EMPLOYMENT DISCLAIMER: *This job description is not a contract - management reserves the right to change its contents at any time. This organization complies with the guidelines outlined in the Americans with Disabilities Act of 1990. It does not discriminate of based on race, color, religion, national origin, ancestry, sex, age, disability, or status as a disabled veteran or veteran of the Vietnam era. This organization is an Equal Opportunity Employer.*