



Position Title: Manager of Special Events & Marketing
Reports To: CEO
Status: Full-time, Exempt

POSITION DESCRIPTION

SafeSpot Children's Advocacy Center is seeking a mission-driven, detail-oriented individual with proven experience in nonprofit events and marketing to join our growing team. The Manager of Special Events & Marketing works closely with the CEO and volunteer leaders to develop, plan, coordinate, and execute SafeSpot's event programs, including but not limited to the Champions for Children Golf Tournament, Spring Fundraiser, and Superheroes for SafeSpot 5K & Fun Run, bringing their expertise to grow and enhance these signature fundraisers that generate more than \$500,000 annually. The Manager of Special Events & Marketing will identify opportunities to introduce new fundraising and cultivation events that will attract prospective supporters and deepen the commitment of long-term donors. Reporting to the CEO, the Manager of Special Events & Marketing also oversees the development and implementation of donor-driven marketing and communications with the goal of building awareness of SafeSpot and engaging new and current supporters.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Events Management

- In partnership with the CEO and volunteer leaders, plan, manage, and successfully execute SafeSpot's annual signature fundraising events, including the Champions for Children Golf Tournament, Spring Fundraiser, and Superheroes for SafeSpot 5K & Fun Run.
- Bring experience and creativity to grow, enhance, and improve SafeSpot's current events, while identifying and executing new opportunities based on best practices and trends in the field.
- Provide staff support and leadership to event chairs and related committees formed to help develop the vision and core elements of the events. Committees include but are not limited to sponsorship, auction, program, volunteer, and marketing.
- Maintain spreadsheets and workflows of all special event timelines and deliverables, communicating regularly with assigned volunteers and staff to support the successful and timely completion of activities.
- Monitor adherence to event expense budgets and revenue projections and identify potential variances for leadership.

- Develop materials related to events; including but not limited to printed event material, sponsorship material and invitations, signage, programs, and event scripts.
- Oversee the management of venues and vendors (caterers, rentals, florists, audio/visual specialists, etc.) serving as the primary point of contact for coordination of services and deliveries.
- Assist in performing special event administrative duties in a timely and efficient manner; including but not limited to preparing agendas and meeting minutes, reviewing and submitting event related invoices for payment, assembling sponsor solicitation packets, and mailing and emailing invitations.
- Identify opportunities to grow and enhance SafeSpot's annual event calendar, with an emphasis on developing:
 - Monthly tours of the Center to engage new audiences and prospective donors in the mission and work of the agency.
 - An annual donor appreciation event to deepen the commitment of individual, corporate, and foundation supporters, and recognize their impact.
 - Exclusive solicitation events for high-end major donors and prospects.
- Support individuals and groups in planning and executing 3rd party fundraisers throughout the year.
- Conduct post-event debriefs and document lessons learned.

Marketing & Communications

- In partnership with the CEO and volunteer leaders, create and manage engaging content to support SafeSpot's fundraising and development initiatives across communication platforms, including website, social media, annual appeals, donor communications, emails, public relations, and other print and digital collateral.
- Manage brand guidelines, ensuring that content adheres to brand standards to ensure consistency.
- Lead the development, drafting, and design of annual impact reports, e-newsletters, and direct mail/e-mail solicitations.
- Create actionable plans to both engage and grow followers across social media platforms, including Facebook, Instagram, YouTube and LinkedIn.
- Devise, oversee, and implement a strategy for written content and messages to promote various fundraising and awareness campaigns (special campaigns, events, monthly giving, etc.)
- Lead community outreach and awareness campaigns.
- Develop and implement media outreach efforts, including but not limited to crafting press releases, media advisories, op-eds, and media plans to support SafeSpot's outreach and advocacy efforts.
- Prepare written reports and analysis of Marketing and Communications initiatives.

Board Relations

- Work closely with the Marketing & Fundraising committee of the Board on issues related to SafeSpot's fundraising, marketing, and special events.

Public and Community Relations

- Serve as a professional representative of SafeSpot Children's Advocacy Center and provide information to the community regarding the mission and activities of the agency.

QUALIFICATIONS AND SKILLS

- Bachelor's degree or equivalent experience required.
- Minimum of 3-5 years of experience planning and implementing fundraising events in a nonprofit setting.
- Minimum of 2-3 years of experience with nonprofit marketing and/or donor communications.
- Demonstrated attention to detail with an ability to meet deadlines, manage projects and prioritize multiple tasks.
- Excellent written and oral communication skills.
- Familiarity with design platforms such as Canva, Adobe Illustrator, and Microsoft Project.
- Must possess the ability to establish and maintain favorable working relationships with coworkers, vendors, partners, volunteers, and donors.
- Must pass a nationwide criminal history check and child abuse registry background check.
- Must be available to work evenings and weekends in accordance with events schedule.

COMPENSATION AND BENEFITS

- This is a full-time exempt position. Current benefits include health, dental, and vision insurance, retirement, annual leave, paid holidays, and family leave.
- Salary is competitive and dependent on qualifications and experience; the range is \$65,000-\$75,000/year.

To apply for this position, send cover letter and resume to info@safespotfairfax.org

For more information about SafeSpot, visit **www.safespotfairfax.org**.

The SafeSpot Children's Advocacy Center, a 501(c)(3) nonprofit corporation, is an Equal Employment Opportunity Employer and does not discriminate on the basis of age, race, gender, nationality, religion, orientation, and/or any other basis protected by federal or Virginia law.