



## Special Events Manager Position Description

**FLSA Status:** Exempt

**Created:** 3/28/2024

**Reports to:** Vice President of Development

**Salary Range:** \$50,000 - \$55,000

**Apply at:** <https://houstonspca.org/employment/>

Since 1924, Houston SPCA has been the leading private, nonprofit animal welfare organization in the greater Houston region. Receiving no governmental funding, we rely upon the community's support to achieve our goals of improving and protecting the lives of animals in our community and alleviating their suffering and abuse.

### **Primary Purpose:**

We are seeking a passionate and experienced Special Events Manager to join our dynamic team. The Special Events Manager will be responsible for planning, coordinating, and executing a wide range of special events and fundraisers to support the mission and programs of the Houston SPCA. This role requires a creative thinker, strong project manager, and effective communicator who can engage stakeholders, cultivate donor relationships, and drive successful outcomes for our events.

### **Essential Functions:**

#### *Event Planning and Execution:*

- Plan, organize, and execute a diverse portfolio of special events, including but not limited to fundraising galas, golf tournaments, donor receptions, adoption events, and community outreach initiatives.
- Coordinate existing special events and develop a strategy for new events and programs for fundraising and donor stewardship.
- Manage all aspects of the Houston SPCA's signature Howl-O-Ween Ball event and the Houston SPCA's Golf Outing benefiting the Wildlife Center of Texas.
- Maximize Return on Investment (ROI) and Return on Energy (ROE) for all initiatives.
- Sustain and grow Peer and Third-Party events.
- Oversee Corporate Volunteer Days.
- Coordinate all aspects of event logistics, including venue selection, catering, entertainment, audiovisual needs, décor, and volunteer coordination.
- Develop and manage event timelines, budgets, and production schedules to ensure successful and cost-effective execution.
- Oversee event setup, implementation, and breakdown, providing on-site leadership and troubleshooting as needed.

#### *Donor Cultivation and Stewardship:*

- Work closely with the Development Team to identify, cultivate, and steward relationships with individual donors, corporate sponsors, and community partners.
- Collaborate with the Marketing and Communications Team to develop promotional materials, invitations, and collateral to support event marketing and fundraising efforts.
- Engage donors and sponsors before, during, and after events to ensure a positive experience and strengthen long-term relationships with the organization.

#### *Volunteer Management:*

- Working with the Volunteer Services Team, train and manage volunteers to support event planning and execution, ensuring adequate staffing levels and providing clear guidance and support.
- Foster a positive and collaborative volunteer culture, recognizing and appreciating volunteer contributions to the success of events and organizational goals.

#### *Additional duties:*

- Maintain accurate records of event attendance, revenue, and expenses using Raiser's Edge and OneCause databases and other software as needed.
- Analyze event metrics and outcomes to evaluate effectiveness, identify areas for improvement, and inform future event strategies and initiatives.
- In all areas of responsibility - continuously update the primary database of record, Raiser's Edge, with prospect and donor interactions, proposals, and other information as required by best practices.
- Participate in special projects.
- Write and edit copy for accuracy, effectiveness, and the Houston SPCA style.
- Provide monthly progress reports to management.
- Protect all confidential information, including donors, clients, animals, and internal communications.
- Attend meetings, conferences, and other events to present the Houston SPCA as an excellent support recipient, including but not limited to workplace and matched giving.
- Represent the Houston SPCA by providing excellent customer service and focus.
- Perform additional tasks as assigned.

#### **Knowledge, Skills, and Preferred Qualifications:**

- Passion for the mission of the Houston SPCA and the Wildlife Center of Texas.
- Bachelor's degree in business or a related field from an accredited university.
- Minimum of five (5) years of professional experience with three (3) or more years in fundraising.
- Proficiency in Microsoft Excel, Word, PowerPoint, and Outlook.
- Special event experience resulting in \$500,000+ fundraising revenue.
- Ability to manage multiple competing priorities successfully.
- Positive attitude, team player, sense of humor.
- Exceptional writing and proofreading skills.
- Strong data management and reporting experience.
- Experience using fundraising software/tools (such as Raiser's Edge NXT and/or OneCause) is required.
- Sensitivity to and respect for the privacy rights of donors in all communications.
- Must professionally represent the Houston SPCA with the public, donors, volunteers, and staff.
- Capable of meeting deadlines and responding to multiple demands concurrently with excellent attention to detail, accuracy, and quality.
- Able to drive, stand, bend, squat, walk, and talk for up to eight hours a day; able to lift 25 pounds.
- Regular office schedule, occasionally requiring availability during evening and weekend events. (This is not a remote or hybrid position)
- Occasional exposure to animals and related issues.
- Must be insurable under the organization's auto insurance policy and have a valid Texas driver's license.

This job description is not designed to encompass all qualifications and responsibilities required to successfully perform this job. Other qualifications and responsibilities other than those listed herein may be necessary and assigned.