



ROLE PROFILE

Manager of Communications and Events

The Manager of Communications and Events is an integral member of the Foundation's team of mission-driven, energetic fundraising professionals. The Manager collaborates with the entire Foundation team with an emphasis on event management, communications and marketing and donor relations. This position works closely with the Director of Annual Giving and Development Associate and reports to the Foundation Executive Director.

Duties and Responsibilities

Event Management

- Oversee logistics and manage vendors (e.g., venue, A/V, food/beverage, entertainment, in-kind partners) for Emerge's annual Gala, Volunteer Activist luncheon, Battle Against Autism Golf Tournament as well as donor stewardship gatherings.
- Create and finalize guest lists, oversee ticket purchasing, registration/RSVPs and check-in process.
- Direct auction item procurement and maintain master item inventory. Create bid sheets, design item displays and oversee auction check-out process.
- Secure raffle items and ensure Emerge is complying with local and state gaming regulations.
- Work with Director of Annual Giving to provide event sponsors with recognition benefits on social media, Emerge's website, email communications and event materials.
- Recruit and train event volunteers and manage their solicitation activities.

Communications and Marketing

- Develop and implement annual marketing calendar to support fundraising goals. Outreach includes email, social media, website, text and mailed appeals. Work with Director of Annual Giving to segment audiences and create compelling messaging and calls to action.
- Lead content and visual production of print and digital collateral for events and appeals including invitations, posters, programs, direct mail pieces and peer-to-peer fundraising toolkits. Oversee Development Associate and contract graphic designer in the creation of assets.
- Manage the printing of event materials and direct-mail pieces for Giving Tuesday, end of year campaign and Project Puzzle raffle.
- Direct the distribution of donor solicitations via email and text.
- Create, update and maintain email and mailing lists for appeals, events and donor stewardship activities. Manage donor mailings.
- Design donor stewardship communications including a digital "Year in Review," a monthly blog series and a bi-monthly donor newsletter.
- Collect and analyze social media and email engagement metrics.
- Manage content and design of print and digital advertising opportunities (both paid and in-kind donations).

- Draft and distribute press releases and monitor for media coverage on an ongoing basis.
- Support the Director of Annual Giving's partnership with Emerge's Parent Fundraising Committee. Design communications tools to assist the Committee's activities.

Donor Relations

- Assist the Director of Annual Giving in making donor solicitation and stewardship calls as part of the Foundation's Project Puzzle, Giving Tuesday and end-of-year campaigns as well as the Friends of Emerge recurring giving program.
- Help build a donor pipeline by identifying and referring major gift prospects to Director of Annual Giving.

Mission Advocacy

- Act as a community ambassador for The Emerge Foundation and an enthusiastic advocate for The Emerge Center and The Emerge School.
- Serve as a representative of The Emerge Foundation to current donors and prospective supporters.

Preferred Experience, Knowledge, and Skill Qualifications

- Have a minimum of three-to-four years' experience working in marketing/communications and/or non-profit fundraising.
- Possess an understanding of fund development.
- Demonstrate an ability to solicit donors.
- Show persuasiveness in procuring items needed for fundraising efforts.
- Display exceptional time-management and organizational skills needed to meet deadlines.
- Demonstrate a professional demeanor whether in person, over the phone or via email.
- Work well alone as well as under direct supervision.
- Have experience with Microsoft Office Suite, Salesforce, Mobile Cause, Constant Contact and Canva.
- Have a Bachelor's degree from an accredited college or university.

Emerge's mission is to empower children with autism and individuals with communication challenges to achieve independence through an interdisciplinary therapy program within an innovative educational model. Support from the community facilitates broad access to our services, expands our impact and enriches our unique learning environment.

Compensation commensurate with experience. Competitive benefits package available.

Interested candidates should email a cover letter, resume and writing samples to Shelton Jones, Executive Director of The Emerge Foundation, sjones@emergela.org.