

## **Senior Manager of Events Job Description**

**Application must include resume, cover letter and salary requirements in order to be considered.  
Email Resume with Cover Letter to: [mlarsen@poweredbyprofessionals.com](mailto:mlarsen@poweredbyprofessionals.com)**

Powered by Professionals (PBP) is a leading fundraising, consulting and event management firm based in NYC, that works exclusively with nonprofits hosting galas, run/walks, and other major events. Our mission is to make the world a better place by connecting individuals, families and corporations to volunteer opportunities that have meaning to them or by assisting them in creating and managing their own charitable organization.

We are looking for a Senior Manager of Events to join our team! If you have a passion for making a difference and are ready to take the next step in your career, this is the job for you! Come join our team and help us make a lasting impact on our community.

Responsibilities include working with our non-profit clients, board and committee members, honorees, sponsors, contributors and vendors. In this role, you will collaborate with the CEO and Directors to develop strategies that surpass financial objectives for clients, as well as oversee a wide range of event-related tasks related to galas, conferences, cultivation activities, and run/walk events. Most of our in-person events occur in New York City with potential for occasional travel to other locations depending on the event. This is a full-time position with a hybrid office set-up.

### **Major Functions/Accountabilities:**

**With support, you will manage all aspects of 5+ events (in-person) per year for various non-profit clients, under supervision of the VP of Development and Events. This may include, but is not limited to:**

- Work closely with non-profit client staff, volunteers, and donors in all aspects of the events tied to the fundraising and logistical needs.
- Venue & event platform recommendation and selection; sourcing vendors for events. Building out the registration and event pages on various platforms that are aligned with clients' needs and branding.
- Working with a designer on the production of printed and electronic materials, creating and maintaining event timelines & budgets, drafting run of shows, scripts, DOE material, staffing assignments and managing all relevant contracts.
- Recruiting, training, and managing event volunteers/staff, and acting as event point-person on-site. Oversee recruitment, training, cultivation and stewardship of peer-to-peer fundraising for event participants and sponsors.
- Management of tracking client data including event outreach and contributions, sponsors, invoices and committee meeting minutes.
- Work with honorees, chairs and award recipients for all events on mailing list compilation and distribution; sponsor solicitation, meetings, contribution updates and post-event communication.
- Work with event participants to assist them with fundraising, incentives, outreach, and support where needed.

- Build relationships with existing clients and networking in the nonprofit market, working closely with the CEO to identify new opportunities for the firm. Work closely with DOE, CEO and Event Coordinators in overseeing aspects of events as needed.
- Oversee all aspects of run/walk event planning from conception through completion. This includes route planning, securing permits and insurance, and coordinating with local authorities and emergency services.

**Overall:**

The Senior Manager of Events will work closely the full PBP team in the overseeing and managing the planning and execution of 5+ annual fundraising events and specific projects related to these events. Additional responsibilities will include management of auctions and raffles, coordination of the production of printed/electronic journals and design materials, website updates and additional assistance with events tasks as needed. Key responsibilities for all events include an extensive understanding of technology and adapting quickly to platforms of clients choice and managing all logistical event related needs. Responsibilities related to peer-to-peer fundraising events include cultivation and solicitation of past, current & prospective participants; expert-level management of a CRM to track participants and donations; work with volunteers to assist with community outreach, marketing, logistics, recruitment, sponsorship and in-kind donations; volunteer recruitment, training, and stewardship; heavy participant customer service via email and phone.

**Requirements:**

This position requires a bachelor's degree, 3-5 years in fundraising event experience (run/walk specific experience preferred), solid technical background - comfortable managing/learning/recommending technology and experience with CRMs. Well versed with computer programs including Microsoft programs and Google Drive.

**Additional Qualifications:**

- Ability to focus on projects while working remotely and remaining on task for all deadlines
- Strong communication skills with the team while working together on projects both remotely and when are back in the office
- Capable of quickly jumping into tasks when needed as well as delegating projects to coordinators with clear guidance
- Excellent planning and time management, and outstanding organizational skills
- Flexible and able to easily move quickly from one project to another
- Ability to prioritize tasks, to engage in long- and short-term planning and to work on numerous projects simultaneously
- Creative with bringing new ideas to our events and detail-oriented
- Comfortable working with a large group of people, and working independently
- Enthusiastic and initiative-taking personality a must
- Team-oriented with a positive attitude
- Willingness and ability to work a flexible schedule that may include evenings, weekends and extended hours during event seasons
- Able to handle high-stress situations calmly and professionally
- Knowledge of nonprofit organizations and fundraising events
- Strong writing and editing skills
- Comfortable handling meticulous work that includes focusing on attention to details
- Having a strong background in databases/virtual event platforms is preferred

**Reports to:** Vice President of Development and Events

**Application:**

Write a cover letter incorporating answers to the following questions:

1. Why you would be a good candidate for this position;
2. What makes you different from other candidates;
3. How important philanthropy is to you;
4. What is your biggest strength;
5. What is an area that needs improvement;
6. Describe the most successful event you have produced with a few details on why it was so successful (no more than one paragraph, please);
7. If you have experience with any virtual event elements, please elaborate.
8. Your experience with peer-to-peer fundraising events;
9. What are your salary requirements?

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