

Michigan Fitness Foundation Position Description

POSITION: Fundraising and Events Manager

FTE: 1.0 FTE

DESCRIPTION: The Fundraising and Events Manager is responsible for managing an active fundraising events calendar with an emphasis on maximizing revenue. The primary role of this position is to coordinate the Michigan Fitness Foundation's (MFF) annual events: Governor's Fitness Awards, Auto Show 5k, ACES (All Children Exercising Simultaneously), the Labor Day Bridge Run and other events as assigned.

The Fundraising and Events Manager will maintain a professional manner when dealing with all constituencies and always preserve a high level of integrity, professionalism and confidentiality.

This job description is not all-inclusive and may be subject to change during a performance period due to the needs of the Michigan Fitness Foundation and its leadership. This document will be reviewed on a continual basis and will be modified as needed.

AUTHORITY AND ACCOUNTABILITY: The Fundraising and Events Manager has the authority to carry out the job requirements and responsibilities and is accountable to the Chief Executive Officer.

ESSENTIAL FUNCTIONS:

For all MFF events (including but not limited to the Governor's Fitness Awards, Auto Show 5k, ACES, and the Labor Day Bridge Run) the Fundraising and Events Manager is responsible for:

Pre-event

- Writing event plans and developing concepts and themes.
- Creating and maintaining event budgets and timelines.
- Recruiting and engaging volunteer committee members and event chairs.
- Scheduling and coordinating activities of MFF staff, volunteers, concessionaire, auctioneer, mobile bidding partner, entertainers and other vendors, suppliers and contractors, and preparing detailed events synopses.
- Soliciting and securing auction items and restaurants/beverage partners.
- Producing event-related print and promotional materials (invitations, signs, programs, tickets, etc.).
- Drafting, reviewing and updating copy for website, internal and external communications and event promotions; creating audience list for mail and email communications.
- Collaborating with the Executive Leadership Team to identify sponsorship benefits, sponsor prospects and participate in actively soliciting sponsors.

- Managing relationships with event media partners.
- Promoting ticket sales and taking ticket orders as needed.

Event

- Overseeing event set-up, execution and tear-down.
- Managing event volunteers, staff, vendors and photography.
- Troubleshooting challenges and resolving problems.

Post-event

- Completing financial reports and vendor payments.
- Conducting "wrap" meetings with committee members and staff.
- Creating analysis reports for major events with conclusions and recommendations.
- Ensure event database is maintained.
- Responsible for creating a "wrap" report for sponsors; sending thank-you letters to event supporters, committee members, etc.

GENERAL RESPONSIBILITIES:

- Supervising interns and event volunteers.
- Creating and maintaining overall budget for events, writing vendor service agreements and managing invoices and payments.
- Develop and manage fundraising initiatives.
- Identify prospective corporate donors and develop strategies to cultivate these relationships.
- Stay current with fundraising trends in the non-profit community.
- Managing fulfillment of auctioned MFF experiences throughout the year.
- Research events at other organizations to enhance MFF events and create new events as appropriate.
- Develop and maintain relationships with event partners and other external stakeholders.
- Manage the MFF endorsement program and the Michigan Fitness Challenge.
- All other responsibilities and tasks as assigned by the Chief Executive Officer.

WORKING CONDITIONS:

Regular work schedule may include weekends or may be required to work evenings, weekends and early mornings (weekday schedule adjusted accordingly). The work environment is generally comfortable and most work is indoors although the position may require work outdoors with exposure to seasonal weather conditions for special events, tours, openings, etc.

PHYSICAL REQUIREMENTS:

Must be able to perform the principle duties of the job. Requires moderate physical effort on a daily basis such as walking, bending, stooping and standing for extended periods of time. Must be able to use a computer and telephone, communicate with employees, candidates, vendors and visitors and use reasoning and calculation skills and make decisions. Must be able to lift and move 40 pounds.

KNOWLEDGE, SKILLS AND ABILITIES:

- Bachelor's Degree in events management, marketing, public relations, communications, philanthropic studies or a similar field.
- Five years of events experience.
- Experience working with volunteer committees.
- High degree of professionalism, excellent verbal and written communication and public speaking skills.
- Very organized, strong time management skills, detail-oriented, able to manage multiple priorities concurrently.
- Excellent reasoning, decision-making, and problem-solving skills as well as persuasion and recruiting skills.
- Must exhibit initiative and teamwork.
- Knowledge of Microsoft Office, Word and Excel.
- Valid driver's license and proof of valid auto insurance required

TO APPLY:

Please email cover letter and resume to Amy Ghannam, President & CEO, at aghannam@michiganfitness.org. Please indicate MFF Fundraising and Events Manager in the subject line.

Excellent benefits package offered. Salary commensurate with education and experience.

The Michigan Fitness Foundation is an at-will employer. The above position description describes the position currently available and is not intended to be an employment contract. The Michigan Fitness Foundation reserves the right to modify the duties or position description at any time. This position is located in Lansing and is considered to be exempt.