



The Summit Foundation
Soul of the Summit

**Director of Events and Marketing
Job Description**

General Description

The Director of Events and Marketing is responsible for the management and coordination of Foundation fundraising events, development and cultivation of business partnerships including sponsorships and donations, and creative marketing of the Foundation including website, advertising and collateral materials.

Event Management

- Plan and execute professional and successful major community and fundraising events for the Foundation
- Manage all aspects of events including detailed logistics, hands-on implementation, management of contractors, advertising, collateral materials and associated technology applications for sales and donations
- Manage event volunteers and volunteer logistics such as recruitment, supervision, training and acknowledgement
- Develop and monitor event budgets including revenue objectives and expenses
- Plan and implement Foundation receptions including donor appreciation, grants and philanthropy events
- Provide hands-on participation and implementation assistance for events where the Foundation is the beneficiary
- Manage all aspects of volunteer committees and volunteer coordination, including but not limited to, staffing, recruitment, supervision, training and acknowledgement.
- Create and develop new fundraising events as appropriate

Business Development

- Identify, cultivate and obtain major business sponsors for Foundation events
- Develop and execute fundraising plan for business development and donations, particularly the purchase of ski medallions
- Build and maintain strong relationships with local businesses and business associations to identify potential new donors, including new residents and second homeowners
- Develop cause-related marketing and opt-out programs with businesses
- Manage prize and in-kind donation solicitation from businesses

Marketing and Media Relations

- Update and implement branding strategy and messaging
- Manage social media presence including website, Facebook and others
- Develop and implement marketing plans and materials including newsletter and annual report
- Build and maintain relationships with local media

- Create and pitch ideas for media coverage
- Write and submit press releases to established contacts with local and regional media
- Identify and manage contractors or outsourcing as necessary

Community Relations

- Provide visible leadership in the community on a consistent basis
- Actively participate and represent the Foundation in the community including organizations, business associations and committees

Other duties as required

Qualifications

Minimum of four years' experience and success in special events and marketing. Preference for nonprofit and fundraising experience. Excellent written and verbal communication skills and high comfort level in public speaking. Established local relationships and knowledge of the Summit County community. Four-year college degree required.

Other

We are a small team with an upbeat working environment. We are looking for a professional with a good sense of humor who is highly motivated, willing to work hard and join us in making a difference in our community. Some evening and weekend hours will be required at times.

Application

Submit cover letter and resume to jeanne@summitfoundation.org

The position will remain open until filled.

January 2019