



Marketing & Events Manager

SUMMARY

The Marketing & Events Manager supports the day-to-day execution of Spark Ventures marketing & communications efforts as well as the planning & execution of two major fundraising events and several smaller events annually.

PRIMARY RESPONSIBILITIES AND DUTIES

Marketing & Communications

- Manage Spark Ventures' social media presence (Facebook, Twitter, Instagram, LinkedIn); produce regular content for posts & actively engage on each platform to increase Spark Ventures' following
- Maintain Spark Ventures' website including producing new content for blog posts and updating content on existing pages
- Produce bi-monthly mass email communications (using Vertical Response as mass email provider)
- Manage major print & design deliverables by working with outside freelancers
- Create event collateral and promotional materials and devise marketing and communications strategies to develop new audiences and retain existing ones, utilizing the full range of print, web and social media platforms as appropriate
- Manage communications for event recruiting (website landing page, invitation emails & print mailings, social media promotion)
- Manage and create content for event programming/presentations (event collateral, presentation decks, etc.)
- Manage printing of marketing materials and corresponding mailings to donors
- Support the execution of other multi-channel mass communication efforts
- Manage public relations outreach
- Assist in recruiting travelers for Spark trips and manage trip donations

Events

Collaborate with Spark's events committee to:

- Plan and execute two major annual fundraisers of about 250 people that generate over \$135,000 each as well as several smaller events
- Develop and implement strategies that address short-term and long-term goals to grow and improve events
- Strategically identify potential venues, themes and/or elements that will increase event outcome
- Build and maintain positive relationships with event providers and other stakeholders to ensure the highest possible quality standards



- Negotiate contracts and rates with vendors
- Draft budget for events
- Secure in-kind donations for auctions and raffles
- Solicit corporate sponsorships, donations and gifts for events
- Maintain and update attendee information pre- and post-event in Salesforce
- Assess event outcomes through financial results, attendee feedback and other metrics
- Expand existing organizational documentation and processes
- Regularly report to leadership on event performance and recommend refinements based on Spark needs
- Lead efforts to ensure that event and donor engagement reflects Spark's values

Other Responsibilities

- Hire & manage interns and volunteers
- Support organizational use of CRM database (Salesforce), including entering new donors, updating donor information and running reports
- Donor engagement
- Support Spark's Managing Director as needed

QUALIFICATIONS

- Bachelor's Degree or appropriate combination of education and experience
- At least 2 years relevant work experience in marketing & fundraising event planning
- Strong writing and communication skills
- Strong project management skills - plans, organizes and schedules in an efficient, thorough and productive manner; anticipates contingencies and pays attention to detail
- Strong people & interpersonal skills
- Team player, but with the ability to work independently, social and relational
- A familiarity with non-profit usage of social networks (specifically Facebook, Twitter & Instagram)
- Familiarity with Adobe Photoshop &/or Adobe Illustrator (or other graphic design software), Powerpoint / Keynote and Salesforce preferred but not required
- Experience in donor relations preferred but not required
- Spanish language fluency or proficiency is a plus but not required

Time commitment: 40 hours per week, including occasional evenings and weekends

Reports to: Managing Director

To apply:

Email resume and cover letter to careers@sparkventures.org. Please put "Marketing & Events Manager" in the subject of your email.