

**Special Events Manager  
ASK Childhood Cancer Foundation**

**POSITION DESCRIPTION**

ASK Childhood Cancer Foundation is Central Virginia's most comprehensive provider of services for children with cancer. We make life better for children with cancer by providing emotional, financial and educational support.

ASK is seeking a full-time Special Events Manager to oversee two annual fundraising events, assist with other special events and community fundraisers, and coordinate volunteer activities for fundraising and program events. The position will report to the Development Director.

**RESPONSIBILITIES**

**Oversee all aspects of ASK's two annual 5K events: ASK 5K Munchkins Run and ASK 5K & Fun Walk with a combined FY19 gross revenue goal of \$215,000.**

- Evaluate, present and schedule event dates, locations, contracts and logistics.
- Generate ideas to increase event participation, satisfaction, revenue and awareness.
- Manage all event permits and contracts, including venue, police, vendors, etc.
- Organize event volunteers and provide support to volunteer event leadership.
- Prepare and manage event budgets and timelines.
- Assist in the development of sponsorship opportunities and cultivation of event sponsors, including in-kind. Oversee delivery of sponsor benefits including logo placements, recognitions, invitations, etc.
- Develop marketing plans and content to drive registrations and donations via Constant Contact emails, social media and website.
- Create and manage production schedules with graphic designers, printers and photographers for event materials, including brochures, banners, t-shirts, video, etc.
- Assist in year-round event stewardship planning and communications.

**Assist with other special events and community fundraisers.**

- Assist Development Director with other annual fundraising and cultivation events, including the Above & Beyond Gala, Fall Donor Party and Annual Celebration.
- Manage inquiries from third parties (individuals or organizations) wishing to organize an event or cause marketing campaign to benefit ASK.
- Represent ASK at fundraising events run by outside groups as schedule permits, or identify another staff person or volunteer to speak.
- Support ongoing community relationships for continued beneficiary selection.

### **Coordinate volunteers for fundraising and program events.**

- Assist with volunteer recruitment, training, communication, appreciation and recognition utilizing e-newsletters, social media and special events.
- Maintain database of interested volunteers connecting them to specific roles.
- Organize coordination and provide welcome day-of service projects and events.
- Seek feedback from volunteers post event to enhance future event implementation.

### **EDUCATION, EXPERIENCE & SKILLS**

- Bachelor's degree with 2 years' experience in fund development and special events.
- Proficiency in Microsoft Office (Word; Excel; PowerPoint).
- Prior Experience with Bloomerang or other Fundraising Database preferred.
- The ideal candidate is a creative, organized, intuitive, detail-oriented but big-picture problem solver who can effectively coordinate people, tasks, and resources.
- Applicant should be able to design basic flyers, graphics for social media and website, and make minor website updates (Weebly).
- Excellent written, verbal, and interpersonal communication skills. In particular, the ability to think creatively and produce compelling, appealing copy for use in collateral and across print and digital formats.
- High degree of comfort working with technology, from database management systems to social media platforms.
- Functional knowledge of 5K events would be helpful

This position is full-time position requiring some evening and weekend hours. The position is based at the ASK Penny Tree office, 5211 W. Broad Street, Suite 102, Richmond, VA. ASK offers competitive salary; simple IRA with match; holidays, vacation and sick leave; and a pleasant, energetic work environment.

To apply, please submit a **cover letter** and **resume**, and complete the following **brief assignment** by **June 22, 2018 at 5pm** to Britt Nelson, Development Director, at [bnelson@askccf.org](mailto:bnelson@askccf.org). Questions can be emailed but please no phone calls.

**Assignment:** The 2018 ASK 5K Munchkins Run presented by Dunkin Donuts will be held on Saturday, November 17th, at St. Christopher's School. The 5K is a fun, donut-popping run/walk the whole family will enjoy while helping to make life better for children with cancer in the Richmond community. You can learn more about the event by visiting the 2017 event webpage at [donutrunk.org](http://donutrunk.org). **Please submit sample posts for Facebook, Instagram and Twitter announcing the opening of online registration.**