



POSTION TITLE: Director of Events
REPORTS TO: CEO

Challenged Athletes Foundation® (CAF), a nonprofit based in San Diego that provides opportunities and support to people with physical challenges, so they can pursue active lifestyles through physical fitness and competitive athletics is seeking an experienced **Director of Events**.

Purpose

- To oversee the assignment, planning, direction, organization and execution of all the operations of the Events Department in support of fundraising and events for CAF.
- To function as an exceptional sales and stewardship director for the organization, approaching donors, fundraisers, partners and volunteers with the same attitude and service level that a sales professional would provide prospective buyers.
- To create numerous, efficient and compelling opportunities for donors and fundraisers to support CAF through event and involvement initiatives and make the experience of giving satisfying and rewarding.
- As appropriate, maintain and manage key relationships of CAF with event participants and navigate their overall CAF connection and experience.
- Organize and orchestrate pre and post event development plans (thank yous, appreciation actions, etc.) and work with Major Gifts officer, Development Directors and CEO. For integration into additional stewardship and solicitation plans.
- Inspire the volunteers and fundraisers involved with events to connect with the CAF mission by making them aware of all inspirational aspects of CAF and recognizing and rewarding them for their efforts.
- Along with the Marketing Department support the recruitment efforts to fill CAF events with ideal participants as well as organize and orchestrate fundraising strategies to meet event income goals.
- Working with the Marketing Department provide fundraisers and donors with all the tools they need to be successful in their endeavors for CAF.
- Organize production, presentations, and CAF messaging aspects of events to showcase and create connection to mission.
- Serve as part of the creative and development team organizing successful donation campaigns with an emphasis on engaging internal audience.
- Function as the fundraisers and event participant voice within the organization, bringing their cares, concerns and needs to staff and the board for review and support. Evaluating and enforcing fundraising and participation policies and rules.
- Strategize and plan for all annual CAF events currently seen as 'signature' events as well as work with the executive team to evaluate and accept any new events that may become valuable fundraisers for CAF.
- Monitor and control event budgets and oversee the negotiation of all necessary contracts for events.
- Work closely with CEO, Director of Philanthropy, Director of Bus. Development and Director of Marketing and others within the Leadership Team to develop strategic plans for CAF.

Major Functions and Accountabilities

Responsible for leading the department's management of all signature events (SDTC, Cycling Challenge events, Tour de Cove, NY Gala and all other Fall events around SDTC) and any other fundraising or sponsorship events that are added to CAF's roster. This includes working with the team on strategic planning for the event, donor and fundraising issues around the events and managing all necessary assets and resources for the event, including assuring adequate personnel are available for the successful and flawless execution of every event.

Forecast, evaluate and prioritize the potential of fundraising activities for maximum impact on the CAF strategic plan. Develop parameters for fundraising activities and events for CAF to determine which opportunities offer a significant enough return to assign CAF assets to them. Work with other CAF directors to develop these parameters for planning and publicizing.

Lead Department's effort to train/support fundraisers for their events. Actively solicit feedback from fundraisers to determine what kind of support they would appreciate and use to expand their abilities to raise funds for CAF.

Creative Thinking for Unique Events and Fundraising campaigns. This position is tasked with insuring that all endeavors are not only fundraisers and PR appropriate, but also that the experiences are so special and unique that our reach in the community is expanded. Stay on top of advancements and changes in the athletic and fundraising community that are pertinent to raising money for CAF. See what 'competitors' are doing and how their activities impact or detract from CAF. Develop strategies to minimize their impact on CAF and expand CAF's penetration in this market.

Manage personnel within the Events Department. Develop goals, objectives and performance criteria for personnel within the department. Memorialize these for each employee and insure they are meeting or exceeding the needs of the department.

Serve as the Events Department's voice in strategic planning. Serve on the Leadership Team for CAF in determining the strategic direction for the organization and insuring the Event's Department's goals and needs are well represented in all aspects of CAF operations.

Other projects, activities and actions as needed to achieve the strategic direction and financial goals of CAF.

Work with Other Directors to Exploit Opportunities. Work with CEO, Director of Philanthropy, Director of Bus. Development, Director of Programs, Director of Marketing and others to strategically evaluate other opportunities that can expand the monies flowing into CAF to increase outreach opportunities.

Skills and Abilities

Strong communication skills. Written and oral communications must be outstanding as the position will represent CAF at all levels within the community as events and programs are planned and implemented.

Socially sensitive. Must be socially sensitive as the position will interact with not only vendors, but fundraisers, partners, sponsors and other constituents of CAF. Successful incumbent must be "thick skinned" as contracts for events are negotiated and vendors are held to their

commitments. Must also interact with local agencies to insure CAF venues are available and needs can be met by authorities

Organization and detail orientation. Must be well organized and able to juggle several projects and priorities at once. Strong detail orientation to insure events are as well run and successful as possible.

Budget sensitive. While the mission of CAF's Director of Events is to deliver flawless and perfect events and fundraising programs, must have a sensitivity to budget constraints and the need to keep expenses under control.

A strong commitment to the CAF mission. Must see CAF as a societal mission and be committed to the objectives, goals and programs of the organization. To be effective in dealing with vendors, sponsors, partners and the athletes we serve, the Events Director must see his/her role in the organization as a calling to provide first class events that not only serve the athletes involved, but make the experience so positive that all participants will not only wish to return for the next event, but will bring along others who will become supporters of CAF.

Education and Experience

A Bachelor's degree is preferred.

3-5 years' experience in the non-profit environment with a comprehensive understanding of donor relations and development practice is preferred.

Ten years increasingly responsible experience in managing large, public events for a variety of purposes. Must have experience in sporting and outdoor events as well as formal dinners, auctions and expo type programs. (Permits, logistics, etc.)

Management and supervisory experience.

Strong understanding and experience in the non-profit environment: dealing with volunteer workers, fundraisers and donors as committee members and implementers.

Clear and concise understanding and experience with the budgeting and finance requirements of a non-profit event.

Letters of interest, resumes and salary requirements can be sent to hr@challengedathletes.org