

Events Marketing Officer

FLSA Status: Exempt
Reports to: VP, Marketing and Communications
Supervises: No direct reports

ORGANIZATION SUMMARY

Rochester Area Community Foundation — the region's largest grantmaking and philanthropic organization — works in partnership with generous philanthropists and community partners to improve the quality of life for people who live and work in the eight-county Rochester region through its leadership, dedication to racial and social justice, and strategic grantmaking.

POSITION SUMMARY

The ideal candidate is intellectually curious, an effective communicator, and a proactive problem solver who brings creativity and strategic thinking to every event. They understand how to connect each event to our mission, brand, and target audiences, ensuring that every experience is purposeful, inclusive, and aligned with organizational goals.

The events marketing officer understands the importance of events in attracting and motivating our partners — including philanthropists, professional advisors, community stakeholders, and nonprofit leaders — who are essential to the Foundation's mission of creating positive, enduring change in greater Rochester. Finding ways to infuse diversity, equity and inclusion into the brand of all our events is a priority.

The events marketing officer will be an integral member of the Marketing and Communications Department. Events will set the pace and standard for event excellence, particularly in leading the Foundation's focus on making our events more purposeful and impactful. The Foundation intends for events that touch more than 1,000 people each year to be more aligned with the potential for philanthropy to strengthen our region and show results that align with the work plan. This role will help raise the bar on events by engaging colleagues from across the Foundation to create event goals and meaningful post-event follow-up consistently. The events marketing officer is committed to making sure events impress and feel like anything but routine.

The events marketing officer is energized by exploring new venues; building strong relationships with venue managers, caterers, and event guests, brainstorming themes with colleagues and volunteers; organizing "work parties" to create decor that expresses event themes, thinking through aspects to be inclusive and culturally responsive and finding new ways to leverage technology to streamline event-related processes.

The events marketing officer is invested in the potential for philanthropy to strengthen our region. The events marketer officer will contribute to a resilient, inclusive positive workplace culture. This position, like all our roles, will be responsible for both incorporating specific job functions to advance diversity and equity as well as contributing to an inclusive run organization.

ESSENTIAL FUNCTIONS

❖ Event Planning

- Oversee all aspects of Foundation's events, including, but not limited to scheduling planning meetings, reserving rooms, securing vendors, placing A/V requests, programming, requesting invites and materials, budget management, recording expenses, submitting invoices, set up/take down, staff assignments, and post-event evaluation.
- Responsible for project managing events by developing, communicating, and implementing a project plan and timeline for each event detailing specific tasks for all internal and external parties.
- Vet all events through internal processes (event requests, event matrix, logistics planning forms, etc.) to determine if events are aligned with current workplan goals and donor engagement strategies; Lead discussions and guide event partners to include diversity, equity, and inclusion at each planning stage.
- Foster open communication with team members by planning and facilitating pre-event meetings and educating team members on roles, responsibilities, and expectations; Provide pre-event support including creating lists of needs and ensuring all supplies are available and ready for use.
- Recommend and develop unique, mission-driven experiences that deepen supporter connections and highlight the impact of the Foundation's work.
- Create and keep an updated calendar of all events; work with IT to determine where to house and effectively communicate its location and updates to the organization.
- Reduce barriers to events which may include free or discounted tickets, physical access needs and make accommodations confidential.

❖ Event Execution

- Serve as point person for all event-related vendors. Intensely review contracts with caterers, bartenders, and valets and oversee all the logistics (decorations, food and beverages, liquor licenses, A/V needs, etc.).
- Attend and oversee events and act quickly to resolve problems; Triage competing demands by analyzing, prioritizing, and responding to issues as appropriate.
- Recruit and align roles to staff volunteers when and where appropriate.
- For major events, track RSVPs and provide the list of attendees to the management team to prepare appropriate staff to meet new people or continue stewardship of current donors/legacy donors.
- Responsible for ensuring all marketing communications are complete and ready, including but not limited to completion of printed and digital collateral, event components (i.e., signage, name tags, RSVP list, etc.), event registration and payment options are fully functional, and event information is accurate.

❖ Relationship Building and Collaboration

- Co-organize events with internal department teams to express appreciation and cultivate relationships ensuring guests feel recognized, valued, and inspired.
- Foster and manage vendor relationships (caterers, venues, etc.); maintain and upkeep a database of event locations, pricing, capacity, contacts, service descriptions, pros and cons; negotiate contracts and staffing needs, and evaluate service levels.
- Communicate approved event details and partner event goals to marketing and communication colleagues to promote events appropriately; provide suggested copy for print and digital communications and signage opportunities.
- Continue to diversify our list of event vendors (caterers, food providers, photographers, videographers, venues, etc.) with people of color business owners, sole proprietors, women, and emerging small businesses.

❖ **Budget and Reporting**

- Manage and track events within budget, maintain cost efficiency, and process invoices.
- Implement surveys after each event; track and analyze data and provide insights to staff; oversee tracked donor information and document properly for event follow-up by designated department, when appropriate.
- Present analysis and recommendations, including results, learnings, and budget management.

❖ **Other Duties**

- Continue to find ways to continuously improve collaboration, efficiency, and the guest experience.
- Maintain updated knowledge of hospitality/event marketing industry trends and implement new ideas.
- Oversee and manage event marketing tools and software related to planning, tracking, and measurements (i.e., Foundant, Eventbrite, Microsoft Forms, Survey Monkey)
- Other duties as assigned or requested.

SUPERVISORY DUTIES

- This position does not currently supervise any staff.

EDUCATION & EXPERIENCE

- A bachelor's degree and at least five years' experience leading and coordinating events of varying sizes for a company, nonprofit, or event venue. Consideration will be given to the level of experience without a degree.
- Experience with diverse audiences and vendors and making events inclusive to everyone in our community.

KNOWLEDGE, SKILLS & ABILITIES

- Proficiency in Microsoft Word, Excel, PowerPoint, and email software required.
- Understanding how relational databases can benefit events and tracking attendees and no-shows.
- Culturally responsive to specific identities such as race, sexual orientation, ability, age, gender, gender expression etc.
- An openness to learning technology that could be helpful in improving events and event processes.
- Reliable transportation.

PHYSICAL DEMANDS & WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- *Occasional need to push, pull or lift materials and supplies up to 25 pounds.*
- *Position operates in a professional office environment. This position routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets.*
- *This is a largely sedentary role; however, some filing is required. This would require the ability to move files, open filing cabinets and bend or stand, as necessary.*
- *On occasion may be exposed to outdoor elements while attending, presenting, or otherwise participating in a work-related event outdoors.*
- *This position will require you to travel within the eight-county area on a frequent basis.*

COMPENSATION & BENEFITS

This full-time, exempt position offers a starting salary range of \$65,000 to \$ 72,000, commensurate with experience. Rochester Area Community Foundation offers a comprehensive benefits package, including:

- *Access to an employer-sponsored healthcare plan*
- *Dental and vision coverage*
- *Paid vacation, personal, and sick time*
- *A robust paid holiday schedule*
- *A retirement plan with employer contribution, subject to service requirements.*
- *Opportunities for professional development and training*

We are dedicated to fair and transparent compensation practices. The salary for this role is determined by several factors, including the candidate's level of experience, education, and skill set, as well as internal equity and market data.

In support of the Americans with Disabilities Act, this job description lists only those responsibilities and qualifications deemed essential to the position.

Rochester Area Community Foundation is an Equal Opportunity Employer.

To Apply: Submit your resume and cover letter through Indeed.com. [Click this link to apply](#). No phone, email, or dm inquiries, please.