Title: Event Specialist

Department: Marketing and Communications
Effective Date: 2/2/2018

FLSA Category: Non-Exempt
Salary Grade: 24

GENERAL JOB FUNCTION
The Event Specialist (ES) strategically plans, coordinates, implements, and evaluates larger events to honor the donor families, fundraise and/or to positively impact the culture of organ and tissue donation in the public or with medical professionals. The ES regularly collaborates with leadership in departments within the organization and Donate Life Ambassadors (DLA’s) to successfully execute events.

This position requires a highly organized and resourceful person with excellent written and verbal communication skills; an individual who has demonstrated self-initiative, takes charge of their assignment and gets the job done; is able to see the overall strategy and the steps to achieving a goal; personable and positive individual who represents DONOR NETWORK WEST to the public in a positive way. This position requires a proactive team player who must uphold the core values of the organization which includes teamwork, integrity, and passion. Key skills required include being detail oriented, deadline driven and resourceful, and ability to manage the large and small components of event plans. High level relationship building skills within DONOR NETWORK WEST and relevant external constituencies must be augmented by the ability to communicate verbally and in writing clearly.

JOB DUTIES AND RESPONSIBILITIES

Events:
1. Independently and successfully executes a variety of different types of events and activities including but not limited to, Donor Family Gatherings; Donate Life Run/Walk; Donate Life Day events with major sports organizations; public speaking presentations, formal industry presentations; media events and symposiums.
2. Establishes relationships with executives in organizations including but not limited to, corporations; individuals; and community partners to increase financial and organization support of DONOR NETWORK WEST’s mission.
3. Recruits, trains, mentors and effectively utilizes DLA’s.

Fundraising:
1. Responsible for fundraising events for the organization.
2. Works effectively with department staff leading media efforts to assist as necessary.
3. Serves as a spokesperson for the organization in promoting the mission of the organization with a focus on “the call to action” through donor designations.

Internal Communication
1. Responsible for preparing a variety of reports and documentation, including but not limited to, strategic plans; evaluation of campaigns, initiatives or other activities; business expenses related to specific grants or projects, annual summary report of activity and results by year end and updates as requested during the year; maintaining accurate and current documentation of all activity and outcomes of specific programs and events.
2. Provides accurate and current information for Web site.
3. Provides written material for DONOR NETWORK WEST newsletters, annual reports or other documents as needed or requested.

Other Duties:
1. May be required to perform other duties as assigned.

QUALIFICATIONS

KNOWLEDGE, SKILLS AND ABILITIES:
The Event Specialist must have the ability to communicate and present information effectively within a team environment. This individual must be able to understand the needs of event and development needs of the
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organization and effectively formulate a plan of response. This individual must be able to clearly communicate
this plan to organizational staff, as well as internal/external stakeholders. This individual must be able to
effectively and successfully implement campaigns, programs and events.

This position requires extensive knowledge of public education, media relations, business development, and
project management. This position requires a proactive team player who can multitask easily and must uphold
the core values of the organization which include teamwork, integrity, and passion. This individual must
possess strong interpersonal, priority-setting and strategic skills. This position requires strong attention to
detail, written and verbal communication skills. The ability to work in a fast paced dynamic environment and to
adjust to new priorities is required.

EDUCATION AND/OR EXPERIENCE:

Education
Required: An undergraduate degree.
Preferred: An undergraduate degree with concentrated study in Communications, Marketing, Advertising,
Public Relations and/or Event Planning. Certified Meeting Professional (CMP) certification
highly desirable.
Five years of experience may be considered in place of educational requirements.

Experience
Required: Specific experience should include work with some of the following: community based
organizations, health care agencies, media relations, event planning and work with volunteers,
vendors and fundraising.

Expertise in all Microsoft Suite products including Word, Excel and PowerPoint.
Preferred: Sales and marketing experience. Event Management website knowledge (i.e. Blackbaud and
Regonline/Lanyon), Food & Beverage management skills, proven contract negotiation skills, Adobe
Photoshop/Illustrator/Suite experience. Bilingual (Spanish/English).

Other: Proficient use of current technologies, including, but not limited to, the following office
equipment: personal computer, fax machine, calculator, photocopier, audio and visual
equipment and current LAN-based and portable communication devices.
Must have ability to travel within the DONOR NETWORK WEST service area by car.

EMPLOYEE ACKNOWLEDGEMENT:

I acknowledge that I have received and reviewed the job description for my position and I feel that I can meet the
requirements with or without reasonable accommodations. I understand that this job description is intended to describe
the general content and requirements of the job and that it is not an exhaustive list of all duties, responsibilities and
requirements of this position. I understand that DONOR NETWORK WEST has the right to revise this job description at
any time.

Employee Signature ___________________________________________ Date ____________________________

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