

Second Harvest Food Bank of Central Florida Job Description

Title: **Events Specialist**
Unit: **Development**
Reports to: **Development Manager**
Labor Grade: **E-1**
Date of last revision: **6/16/17**

Job Group Category: **Exempt**
Direct Reports: **N/A**

Position Summary:

Oversee and ensure that Second Harvest Food Bank meets specified goals and objectives related to special event fundraising projects, cause-related marketing projects, recognition events, third party fundraising events, conferences, meetings, and other event-related activities.

Principal Duties & Responsibilities:

1. Special Event Fundraising

- a. Assists Development Manager in the creation of an annual plan and budget for generating revenue to help reach an overall annual campaign goal.
- b. Formulate a written work plan for each of the Food Bank's events, including specific information about target markets, event format, sponsorship, manpower, logistics, communications/publicity, expense budget, and timelines. These events include, but are not limited to:
 - i. Wine Women & Shoes
 - ii. Holiday Gift Alternative Card Program
 - iii. Donor cultivation events (assists Development Manager as needed)
 - iv. Taste! Central Florida
 - v. Canstruction Orlando
 - vi. Hunger Action Month (HAM) activities
- c. Identify, recruit, train, and motivate volunteers as needed. May include committee formation and management to ensure a paradigm of volunteer-driven special events.
- d. Serve as an effective liaison with community groups, businesses, and others who hold "third party" special events to benefit the Food Bank by fielding inquiries, evaluating requests for partnerships/logo use, potential return on investment, and coordinates appropriate Food Bank involvement (i.e. staff, volunteers, logistical support) as needed.
- e. Provide planning and coordination of non-fundraising events as needed for all departments, including (but not limited to):
 - i. Annual board/staff holiday gathering
 - ii. Annual Agency Partner Conference
 - iii. Annual Volunteer Recognition Luncheon (assist)
 - iv. WESH Share Your Christmas
- f. Develop strategy for recruiting new cause-related marketing projects; develops and maintain a list of potential corporate partners for CRM. Work to develop project concepts that help meet the needs of specific prospects, and participates in the solicitation of the prospects. Coordinate logistics, marketing communications, and follow up for each project to ensure a win-win outcome.

Job Specifications:

1. Bachelors Degree preferred or knowledge obtained from work/education related field
2. Minimum 2 years directly-related work experience
3. Highly organized with ability to multi-task
4. Ability to work independently
5. Ability to work evenings, early mornings, and weekends as the job requires
6. Experience with donor tracking software program helpful
7. Proficient in Word, Excel, Publisher, PowerPoint
8. Ability to travel within a six-county area (personal vehicle required—mileage reimbursement provided).

Competencies:

Attention to Detail

- Double checks work for accuracy
- Verifies data or information before presenting it
- Carefully reviews their written work for any mistakes

Communication

- Takes time to walk around and listen to employees
- Uses multiple channels to get messages across to people
- Is effective at determining the underlying meaning in a communication

Creativity/Innovation

- Brings creative approaches to decision-making
- Can think laterally
- Extrapolates from experience when facing new challenges

Customer Focus

- Continually improves processes in order to meet and exceed customer expectations
- Actively identifies internal and external customer needs
- Tries to improve processes by carefully listening to customers

Perception/Judgment

- Asks or looks for the criteria to make a reasonable judgment or decision
- Thinks about whether conclusions follow logically from prior debate
- Creates context or a frame of reference before making a judgment

Planning and Organizing

- Sets aside time for thinking, planning, and action
- Designs flexible time into their day to re-schedule or re-prioritize
- Paces themselves so they can meet goals or deadlines

Problem Solving Ability

- Helps people understand the facts and data before finding a solution
- Routinely demonstrates and uses a range of problem-solving methods and tools
- Asks probing and incisive questions to help individuals discover cause

Results Focus

- Is quick to identify and put a stop to wasted effort or effort that does not produce valuable results
- Encourages people to think about whether all of their efforts are adding value
- Demonstrates consistent enthusiasm for achieving results

Working Conditions:

Professional office environment and external meeting and event venues

Disclaimer:

The above statements are intended to describe the general nature and level of work being performed by the person assigned this position. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of this position.

Review/Approval:

Name:

Date: