

Events and Marketing Manager

MountainStar Family Relief Nursery

The Events and Marketing Manager's role is to oversee all MountainStar fundraising and community focused events across Central Oregon. This position will also lead MountainStar's marketing efforts to enhance our brand awareness and build strong online communities through various social media platforms. The Events and Marketing Manager reports directly to the Development Director and effectively collaborates with development, administrative, and program staff.

About Us and Our Values:

MountainStar Family Relief Nursery is a 501c3 nonprofit operating in Crook, Deschutes, and Jefferson counties. Our mission is to prevent child abuse and neglect through community support and therapeutic services that help vulnerable children and families succeed. Services include early childhood classes emphasizing social-emotional development, home visits, and other family supports. Our values are:

- 1. Caring – welcoming, trauma-informed, trustworthy, compassionate, honest, and fun.*
- 2. Partnership – invested, accessible, and engaged with clients, supporters, partners, and communities.*
- 3. Excellence – committed to high-quality programs, current research, innovation, best practices, accreditation, and evaluation.*
- 4. Impact – attend to what is important and effective, continuous improvement, we do what we say.*
- 5. Inclusiveness – seek out and value diverse perspectives, understand and address systemic barriers.*

Essential Job Functions:

Events Management

- Plan, organize, and execute all major philanthropic events
- Create, communicate, and adhere to event plans, timelines, and budgets
- Manage vendors and event logistics
- Lead event sponsor acquisition and appreciation in coordination with the Development Director
- Recruit, cultivate, and lead event committee members/volunteers
- Facilitate event program content – program outline, speakers, and any relevant materials
- Create and/or work with graphic designer to produce all event materials
- Oversee attendee communication leading up to events and ensure high-quality guest experience
- Maximize events to increase financial stability and increase community awareness
- Create and implement evaluation tools for events including financial analysis
- Maintain detailed event records to incorporate into an annual workplan
- Lead post event, de-brief discussions and use this information to improve future events
- Plan, organize, and execute other non-fundraising MountainStar events

Marketing Management

- Work with the Development Director to develop an annual marketing and communication plan, calendar, budget, goals, and success metrics
- Provide quarterly analysis in reaching marketing goals; adapt strategies based on results
- Enhance brand and build strong online communities through various social media platforms
- Responsible for developing and administering social media content that is designed to engage users and create interactive relationships
- Lead traditional marketing efforts advertising across newspaper, magazine, radio, and tv
- Oversee event marketing ads and press releases
- Support website management and updates as well as electronic communication to donors

Other Duties

- Support the Development Team with activities including mailings, thank you calls, data entry, etc.
- Participate in community outreach activities, such as tabling events, presentation to community members, and site tours.
- Participate in donor cultivation to secure matching and leadership gifts to support events
- Encourage board attendance and participation in MountainStar events

Knowledge and Experience:

- Must embrace MountainStar's philosophy of non-judgmental support for families in crisis
- Minimum 3 years event planning experience, ideally fundraising events in the nonprofit sector
- Minimum of 1 year experience running social media platforms
- Ability to manage people, think strategically, and execute high quality events
- Considerable knowledge of fundraising techniques, desire to keep up with industry innovations
- Ability to work independently managing a high-volume workload
- Exceptional leadership, organizational, and communications skills
- Exceptional attention to detail, record keeping, and self-motivated to meet deadlines
- Strong computer technology skills and nonprofit donor database experience (*preferably eTapestry*)
- Must be available to work events at night and on weekends
- Ability to interact professionally with a wide variety of people, including VIP supporters
- Ability to pass a background check, valid driver's license and reliable transportation
- BA/BS Degree preferred

Success Factors:

- Ability to work independently and as a part of a team
- Genuine interest in learning about early childhood brain development, trauma, and other topics relevant to MountainStar's mission
- Energetic and forward-looking thinker who actively seeks opportunities and proposes solutions

Salary Range + Benefits:

This is a full-time, exempt position with a salary range of \$42,000 to \$46,000 plus full benefit package that includes Medical, Dental, Vision, Disability and Life Insurance, Simple IRA with company match up to 3%. Tri-County travel is required, hours are flexible and will require some evenings and weekends. All positions at MountainStar are contingent upon the availability of funding.

To Apply:

Please include a cover letter and resume to be considered for this position.

MountainStar is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, gender, sexual orientation, religion, age, disability or marital or family status.