



Communications & Events Manager Job Announcement

Job Title: Communications & Events Manager

Reports to: Director of Development

Starting: October 2017

Status: FULL TIME (40 hours/week)

Deadline to Apply: September 1, 2017

About Generation Hope:

Founded in 2010, Generation Hope selects teen mothers and teen fathers who have displayed academic achievement and a desire to go to college to become Scholars in the Generation Hope Scholar Program. Teen parents are often dismissed by school officials and others when it comes to their potential to pursue higher education. Generation Hope presents college-readiness workshops in the community throughout the year to identify and recruit promising students to our program. Once accepted, Generation Hope provides each Scholar with two supports that we believe increase the likelihood that they will obtain their college degree; up to \$2,400 per year in tuition assistance, one-on-one mentoring, and crisis support. Additionally, Scholars receive an increased network of support from the extended family that the program provides to them and to their young children. This support stays with Scholars until they earn their two or four-year degree. To date we have provided more than \$400,000 in tuition assistance and celebrated 30 teen parents who have earned degrees through our program.

Generation Hope currently serves 101 teen parents in college and 300 expecting or parenting high school students annually through college-readiness workshops. In July 2015, Generation Hope began a significant three-year growth plan with a goal of serving 100 parenting college students by 2018.

Generation Hope's founder is a CNN Hero and was named a 2017 Minority Business Leader by the *Washington Business Journal* as well as one of the "Top 40 Under 40" by the *Washingtonian* in April

2017. Additionally, the Catalogue for Philanthropy has named the organization “one of the best” nonprofits in the D.C. region.

Please visit www.supportgenerationhope.org for more information.

Position:

The Communications & Events Manager works with the Director of Development to support Generation Hope’s individual, corporate and foundation giving and is responsible for executing Generation Hope’s fundraising events to meet the annual revenue goals and reach higher revenue goals each year. The Communications & Events Manager is responsible for planning the organization’s principal fundraising events, smaller community events, and seeking out new fundraising events/opportunities. Managing event budgets, conducting prospect research, retaining event sponsors, conducting other donor correspondence, soliciting corporate donations for events, working with event volunteers, managing social media, assisting with updating the website, documenting in-kind event donations, tracking donor and event sponsor relationships in the database, and accurately tracking event expenses and revenue for monthly financial reporting are all functions of this position. S/he also represents Generation Hope to board members, donors and various other constituent groups. The Communications & Events Manager should have a solid track record in event management, provide outstanding customer service, be an enthusiastic professional, and be able to build relationships with internal and external customers.

Responsibilities:

Event Planning

- Manage logistics for large and small development events, including the annual gala and the annual benefit walk
- In partnership with the Director of Development, book, negotiate and revise contracts for event space (including, but not limited to, arranging food and beverage, ordering supplies and audiovisual equipment, setting up blocks of rooms at a group rate, etc.) to ensure the quality expectations of the organization
- Develop and implement an events protocol process
- Maintain a master events calendar
- Conduct research, make site visits, and find resources to help staff make decisions about event possibilities
- Seek out new third-party fundraising events both year round and during the holidays
- Serve as the lead on events hosted by donors, board members, and other stakeholders to benefit Generation Hope
- Ensure that all audiences are well informed of event flow and plan prior to the event using room layouts, timelines, meetings and conference calls, checklists etc., for each event
- Manage event registration processes
- Collaborate with appropriate staff on all website-related content and collateral needs for events
- Propose new ideas to improve the event planning and implementation process
- Serve as liaison with vendors on event-related matters

- Managing on-site production and clean up for events as necessary and close out all events as required
- Prepare all materials such as name tags, notebooks, packages, gift bags, registration lists, seating cards, etc.
- Assist with preparing budgets and provide periodic progress reports to the Director of Development, and staff for each event project as appropriate
- Keep track of event finances including check requests, invoicing, and reporting
- Manage, oversee, and motivate planning committee volunteers to seamlessly execute events and work with Volunteer & Outreach Associate to recruit and manage on-site volunteers
- Work with the Director of Development to support any host committees focused on event sponsorship
- Working with the Director of Development, write and submit sponsorship proposals, reports and letters in a timely manner. Track all proposal and report deadlines.

Development

- Work with the Director of Development to identify and research prospects
- Ensure that Little Green Light (CRM tool) is used to capture all event-related data and necessary communication to donors
- Make presentations on Generation Hope in the community to raise awareness and support
- Provide limited support for grant proposal development

Communications

- Maintain the organization's social media profiles
- Create and implement a monthly and annual plan for communicating Generation Hope's key messages and targeted outreach across social media
- Engage all staff each month to ensure all events and activities are being promoted and shared via social media
- Working with the CEO and Director of Development, assist with updating the organization's website as needed

Other

- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- Other duties as assigned.

WE ARE LOOKING FOR A HARDWORKING, INNOVATIVE, COLLABORATIVE INDIVIDUAL WHO THRIVES IN A FAST-PACED ENVIRONMENT. THE SUCCESSFUL CANDIDATE WILL HAVE THESE QUALITIES/QUALIFICATIONS:

- Bachelor's degree
- At least 2 years experience coordinating special events

- Extremely organized
- Motivated and able to work independently as well as with a team. Ability to accomplish projects with little supervision.
- Willingness to take initiative
- Must be available for special events, which may occur on evenings and weekends
- Demonstrated ability to multi-task, manage concurrent processes/projects, and focus on the small but important details in all projects while keeping the bigger picture in mind
- Excellent communication skills, including writing, proof reading skills, and speaking
- Fantastic customer service ethic and high expectations for quality
- Excellent office and computer skills. Proficiency in Microsoft Office is required; experience working with a fundraising database is a plus
- Able to establish and maintain cooperative professional relationships with colleagues, donors, volunteers and the public
- Strong public speaking and presentation skills
- Personal qualities of honesty, credibility, and dedication to the mission and values of Generation Hope.

To apply, please complete the [online application](#). If this link does not work, you can access the application at the URL below:

https://Generation_Hope.formstack.com/forms/apply_now

*Please do not call

Generation Hope is an equal opportunity employer.