Events and Communications Manager

Court Appointed Special Advocates (CASA) of San Mateo County recruits, trains and supports volunteers to work one-on-one with children and youth in the San Mateo County foster care and juvenile justice systems. CASA volunteers form trusted relationships with young people, acting as a mentor and advocate in court and the larger community. By being a consistent adult presence in a child’s life amidst changing homes, caretakers, social workers and other professionals, our volunteers provide hope and healing to children who are navigating traumatic circumstances.

Position Overview:

Reporting to the Director of Development, the Events and Communications Manager leads the organization’s fundraising, stewardship, and cultivation events. They also lead the organization’s donor communications, creating compelling content that brings donors in the door and keeps them engaged with CASA’s mission. This vital staff member works closely with the Director of Development, the Executive Director, the CASA Auxiliary, donors, and other supporters to expand our ability to serve children and youth in our community.

The ideal candidate has excellent interpersonal skills, the ability to build and maintain relationships with key stakeholders, exceptional project management skills, and excellent communication skills.

Reports to: Director of Development  
Status: Full-time, exempt; with occasional evening and weekend work required  
Location: Redwood Shores, California. This is hybrid position requiring 2 days per week in the office.

Duties and Responsibilities

Events

- Lead, plan, and project manage CASA’s fundraising and donor engagement events, liaising with CASA Auxiliary, CASA Board of Directors, CASA staff, and contract event support to host successful events.
- Develop an annual events calendar aligned with Development goals for fundraising and donor engagement.
- Manage contract event planner for major fundraising events.
- Manage event budgets, track expenses, and report on event revenue.
- Develop event programming, including speaker selection, scripting, and run of show.
- Manage email and social media marketing for events.
- Manage event collateral, including writing copy and working with contract design.

Because Every Child Needs Someone Who Cares
support as needed.

- Develop sponsor benefit packages and work with Development team to ensure all donors and sponsors are recognized and acknowledged as appropriate.
- In collaboration with Development team and host committees, identify and select vendors and event venues.
- Other events-related duties as assigned by Director of Development.

**Communications**

- Lead creation of all donor communication content, including email (Constant Contact), event marketing, newsletters, impact reports, etc. (Manage contract design support as needed)
- Develop and implement a regular communications calendar to keep donors and stakeholders informed of CASA’s work and engaged with the organization’s mission.
- Manage direct mail and email campaigns, including content creation and scheduling.
- Lead process of creating organization’s annual report, including collaborating across teams as necessary to provide compelling and accurate content.
- Meet regularly with program staff and volunteers to collect impact stories and build up the organization’s library of impact-related content.
- Manage CASA’s social media.
- Manage and maintain CASA’s website (Squarespace)
- Manage contract design support and print vendors as necessary.
- Provide brand guidance, templates, and review as necessary for high-stakes external collateral created by other CASA staff.
- Other communication-related duties as assigned by Director of Development.

**Qualifications**

- 3+ years of relevant experience with events and/or communications, preferably in a nonprofit environment.
- Exceptional project management skills, with the ability to prioritize and manage multiple deadlines simultaneously.
- Exceptional relationship management skills, with the ability to bring multiple stakeholders together to achieve a common goal.
- Excellent written, verbal, and digital communication skills, with the ability to effectively communicate CASA’s mission, programs, and accomplishments to current and potential donors and other stakeholders.
- Experience creating external-facing communications content, such as newsletters, appeals, impact reports, etc. Experience with nonprofit donor communications preferred.
- Strong cultural competency and ability to use an ethical storytelling framework to communicate CASA’s impact while maintaining appropriate confidentiality.
- High level of comfort leveraging a donor database for communications and event marketing.
- Ability to effectively manage contract support and vendors as necessary.
- Self-directed problem solver. Able to proactively anticipate problems and opportunities and develop a plan for addressing them.
Experience with Constant Contact (or another similar email management system) and Canva preferred. Familiarity with graphic design tools such as InDesign a plus.

Proficiency in Microsoft Office Suite, including Excel, PowerPoint, Word and Outlook.

Ability to successfully pass FBI, DOJ, DMV, SSN and CACI background checks.

Salary and Benefits

- Starting salary range $75-85K DOE
- 160 hours of PTO to start and 14 paid holidays
- Health, dental and vision benefits; and
- Retirement plan with employer match

How to Apply:

- Applicants should send a 1) resume, 2) a brief communications sample (e.g. newsletter, email campaign, blog, press release, annual report, or another sample piece of work that demonstrates communication skills relevant to this position), and 3) cover letter outlining how they meet the specific requirements of the position to careers@casaofsanmateo.org. Please include “Events and Communications Manager – Your Last Name” in the subject line.
- No phone calls please. We will review applications on a rolling basis until we fill the position. We will start interviews after October 3rd.

CAS of San Mateo County (“CAS”) is an equal opportunity employer. CAS does not discriminate on the basis of ancestry, race, color, disability, genetic information, gender, gender identity or expression, marital status, military or veteran status, national origin, race, religion (including religious dress and grooming), sex, sexual orientation or any other basis protected by law. This policy applies to all areas of employment including recruitment, hiring, training, promotion, compensation, benefits, transfers and social and recreational programs.