



Events Manager

Job Title: Events Manager

Salary Range: \$70,000 - \$80,000

Reports to: Director of Development

Starting: February 2024

Status: Full Time (40 hours/week)

Deadline to Apply: January 19, 2024

Location: Washington, DC area

About Generation Hope:

Generation Hope is a nonprofit organization with a mission to ensure all student parents have the opportunities to succeed and experience economic mobility by engaging education and policy partners to drive systemic change and providing direct support to teen parents in college as well as their children through holistic, two-generation programming. To date, we have provided over \$1.2 million in tuition assistance, supported almost 450 teen parents in college, celebrated more than 170 degrees earned through our program, and built relationships with 30+ two and four-year institutions nationwide. For more information, please visit www.generationhope.org.

By joining our team, you will work for an organization named "one of the best nonprofits" by Spur Local. Not only do we live out and operationalize our values, we do the work to create a culture that truly supports every member of our staff. The best part of our organization is the people, from the families we serve to the team we have deliberately cultivated. We strive for excellence while understanding the most valuable asset that we have is our people. We celebrate diversity in all forms, including thought, professional and lived experiences, race, gender - even taste in music. If this sounds like a mission and work environment you would like to contribute to and grow with, please consider joining our team.

Position:

Generation Hope seeks an experienced, knowledgeable, and driven Events Manager. The Events Manager will be responsible for creating and executing an in-person and virtual events strategy that creates a consistent and values-aligned experience for Generation Hope staff, program participants, and externally facing audiences that include our donors and supporters. The position will lead and manage the organization's annual events calendar and lead or advise on all key events to include: board meetings, staff training events, and all fundraising events (both donor-driven and hosted by Generation Hope). A cross-organizational role, the Events Manager will coordinate with team members from all departments as well as external

consultants and vendors to facilitate the execution of successful events that provide an organized, professional, and purpose-driven experience for GH Leadership, center families, and create a stellar attendee experience. The Events Manager will be a key member of our Development & Communications team and play a crucial role within Generation Hope's rapidly growing full staff of more than 40 professionals who care deeply about racial justice and who are bold, strategic, and committed to achieving progress toward our mission every year.

Responsibilities:

- Develop Generation Hope's events strategy and philosophy, ensuring that all events are aligned with the priorities outlined in our Strategic Plan and executed with a race equity lens that prioritizes and centers the voice of our student parents and their families
- Direct the planning, management, and execution of all major events and advise Generation Hope staff and internal teams to support smaller programmatic events
- Create and maintain templates, best practices, and other tools to ensure consistent event experiences across all Generation Hope departments and sites
- Develop, manage, and promote an organization-wide events calendar
- Collaborate and build relationships with staff members across the organization to develop events that bring Generation Hope's brand and messaging to life
- Work with the Development & Communications team to ensure that all fundraising event sponsors receive sponsorship benefits and amenities
- Collaborate with the Development & Communications team to ensure accurate and consistent event messaging as part of Generation Hope's overall marketing and communication strategy, including print collateral, email campaigns, social media, etc.
- Collaborate with the Operations team to ensure new suppliers and vendors are documented in Generation Hope's accounting systems and payments are in compliance with Generation Hope's Financial Policies and Procedures
- Prioritize and track the progress of all event contracts and serve as the main point of contact for vendors
- Evaluate and analyze event data and provide insights for future event success, including post-event analysis, debriefs, and wrap-up reports, to ensure promotion efforts and brand experiences are optimized and align with Generation Hope's strategic objectives
- Support team members in adapting event strategies to local markets
- Effectively manage major event budgets and make annual budget recommendations to the Director of Development for fiscal year budget creation
- Lead and coordinate the creation of run-of-show documents, event scripts, and talking points for speakers
- Collaborate with the Development & Communications team to ensure the Events page on Generation Hope's website is regularly updated and accurate

Skills and Qualifications:

- Personal qualities of integrity, flexibility, dependability, strong work ethic, and a commitment to Generation Hope's mission
- Bachelor's degree or equivalent experience

- Project management experience
- 3+ years of experience in successfully executing large events (i.e. 200+ attendees) for various audiences
- Experience in successfully planning events for nonprofit fundraising is a plus
- Excellent written and oral communication skills with the ability to convey complex concepts and strategies, orally and in writing
- Ability to effectively manage vendors in designing brand-compliant materials
- Ability to design and execute events that demonstrate extraordinary attention to detail, an in-depth understanding of how to tailor each event to very specific audiences, and a passion and plan to achieve event outcomes
- Experience with Google Suite, CRM systems, Canva or other design software, PowerPoint/multimedia presentation, and project management software preferred
- Ability to work independently, with strong prioritizing and decision-making skills
- Ability to adapt and respond to internal and external shifts that result in short deadlines and quick project turnarounds
- Flexibility to travel nationally (20%)
- Personal and professional commitment to understanding and dismantling systemic and institutional racism

CANDIDATES MUST RESIDE IN WASHINGTON, D.C., VIRGINIA, OR MARYLAND BEFORE THE EMPLOYMENT START DATE.

Generation Hope has a hybrid remote and in-office work model.

Generation Hope provides full benefits, including 403(b), health, dental, and paid time off. More information on benefits can be found at generationhope.org/careers. As a safeguard to the health of our employees, participants, and community, all new hires must be fully vaccinated against COVID-19 by the employment start date. Our full vaccination policy is available [here](#).

To apply, please complete the [online application](#). If this link does not work, you can access the application at this URL: https://Generation_Hope.formstack.com/forms/apply_now. No calls, please.

Generation Hope is an equal opportunity employer. Generation Hope will not discriminate on any basis prohibited by law, including marital status, personal appearance, sexual orientation, gender identity or expression, family responsibility, matriculation, political affiliation, race, color, religion, sex (including pregnancy, childbirth, related medical conditions, breastfeeding, or reproductive health decisions), age, national origin, genetic information, veteran status, and disability.