

Ronald McDonald House Charities® of Central and Northern Arizona



JOB DESCRIPTION AND FUNCTIONS

Title: Special Events Manager
Department: Development
Supervisor: Chief Development and Marketing Officer
Date: January 2025

RMHC Mission Statement: We provide essential services that remove barriers, strengthen families, and promote healing when children need healthcare.

PURPOSE AND SCOPE

The Special Events Manager for Ronald McDonald House Charities of Central and Northern Arizona (RMHCCNAZ) is responsible for planning, coordinating, and executing all fundraising events and special initiatives to support the mission of RMHCCNAZ. The role focuses on creating memorable experiences that engage the community, build awareness, and drive donations to benefit the mission of RMHCCNAZ. The manager will work closely with internal teams, volunteers, and external partners to deliver high-impact events that inspire support and strengthen relationships with donors and stakeholders.

The Special Events Manager will be responsible for overseeing all aspects of event planning, from concept through to execution, for both large and small-scale events. This includes managing event logistics, securing sponsorships, developing budgets, and ensuring events meet financial goals while exceeding the expectations of guests and stakeholders. The role requires exceptional communication, organizational, and project management skills to successfully handle multiple events throughout the year. Additionally, the manager will collaborate with the marketing and development teams to promote events and ensure they align with RMHC's mission and fundraising objectives. The role requires a high-energy, creative professional who is goal-driven, capable of managing competing deadlines, demonstrating sound judgment, and exhibiting professionalism and maturity in decision-making. A strong ability to work collaboratively within a team environment is essential, as is a commitment to consistently following through on donor recruitment and development efforts.

ESSENTIAL QUALIFICATIONS

- Bachelor's degree in a related field with at least five years of experience in event planning or related field.
- Proven track record in donor relations, event execution, and fundraising success, with a strong focus on donor cultivation and stewardship.
- Excellent communication skills, both written and verbal, with the ability to engage and build relationships with diverse stakeholders, including donors, board members, volunteers, and community partners.
- Strong financial acumen, with experience developing and managing event budgets, controlling expenses, and ensuring financial targets are met.
- Exceptional interpersonal skills, able to build rapport and collaborate effectively with teams and individuals at all levels.
- Detail-oriented with strong analytical skills, capable of working independently, making sound decisions, and following through on tasks.
- Physically capable of handling event logistics, including lifting materials and standing for extended periods.
- Reliable transportation for travel between locations and meetings.

- A professional demeanor, consistently representing the organization with integrity and enthusiasm.
- Proven ability to manage multiple projects simultaneously while meeting tight deadlines.
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook).
- Experience with fundraising software and event management platforms is preferred.

ESSENTIAL FUNCTIONS

- Oversee the planning and execution of major RMHCCNAZ events, such as the Annual Gala and the FORE the House Golf Tournament. Responsibilities include managing sponsorship outreach, securing auction donations, collaborating with the volunteer manager to recruit event volunteers, and coordinating all event logistics (guest lists, vendors, venue arrangements, graphic design, entertainment, AV, etc.).
- Create and manage the annual event work plan, ensuring it aligns with budget, goal-setting, and timely execution.
- Cultivate and maintain relationships with foundations, corporations, and individuals to secure both financial support and in-kind donations for special events.
- Identify, solicit, and steward sponsorships and in-kind partnerships, ensuring they align with event goals and maximize fundraising potential.
- Develop promotional materials with the Marketing Coordinator tailored to special events, including sponsorship packets, invitations, event programs, signage, videos, recognition materials and other event-related materials. Work with external vendors as needed (graphic and internal RMHCCNAZ staff to ensure high-quality deliverables).
- Collaborate with Board members, committee chairs, and key volunteers to drive fundraising support for special events, ensuring strong leadership involvement and engagement.
- Maintain regular communication with Board members and committee leaders, providing updates on event progress, fundraising milestones, and any challenges that need to be addressed.
- Prepare and present agendas, reports, and event dashboards for Board and committee meetings, ensuring clear and effective communication of event timelines, budgets, and goals.
- Work with Marketing Coordinator to develop content for event-related sections in RMHCCNAZ newsletters and other communications.
- Support donor database management and ensure all event-related donor records and interactions are accurately tracked and protected.
- Perform other event-related duties, or development department duties, as assigned by the Chief Development and Marketing Officer or senior leadership.

Disclaimer – Other Duties:

This is not an exhaustive list of all responsibilities, skills, duties, requirements, efforts, or working conditions associated with the Special Events Manager position. While it is intended to be an accurate reflection of the current position, management reserves the right to revise the position or to require that other or different tasks be performed when circumstances change (i.e. emergencies, changes in personnel or technological developments).

PHYSICAL DEMANDS

- Ability to sit for extended periods (approximately 80-90% of time) when not actively involved in events or on-site.
- Availability to work nights and weekends as needed to support event schedules and activities.
- Ability to lift and carry event materials and supplies, up to approximately 25 pounds.
- Ability to stand for long periods during event setup, execution, and breakdown, and move around the venue as needed.
- Near visual acuity for reading event materials and digital devices.

- Strong speaking and hearing skills for clear communication with staff, volunteers, vendors, and attendees.
- Ability to work outdoors and in various weather conditions, and remain active during long hours, including evenings and weekends.
- Ability to coordinate event load-in/load-out, including handling decor, signage, and equipment.

REPORTING RESPONSIBILITY

The Special Events Manager reports directly to the Chief Development and Marketing Officer of Ronald McDonald House Charities of Central & Northern Arizona and is evaluated at least annually.

COMPENSATION

This is a full-time, exempt position (40+ hours per week), Monday through Friday, with occasional weekends to accommodate special projects or events. Compensation is commensurate with experience. In addition, this position offers a comprehensive benefits package, including medical, dental, 401(k), and paid time off (PTO).

Accepted: _____ Date _____
Special Events Manager

Approved: _____ Date _____
Chief Development and Marketing Officer