



Job Title: Event & Sponsorship Manager

Department: Development

Supervisor: Director of Membership

Position type: Full-time (40 hours per week) with occasional evenings and weekends

Location: in-person (3 days a week minimum) with hybrid option

FLSA Status: Exempt

Salary Range: \$50,220 - \$55,000

Summary: The Event & Sponsorship Manager is responsible for executing special events for Nature Forward and cultivating sponsors to support Nature Forward events and programs. As part of the Development team, the Manager will plan and lead fundraising events and conferences and increase sponsorship revenue for the organization.

Essential Duties and Responsibilities

Event Management

- Plan, coordinate, and implement Nature Forward special events and conferences including all scheduling, budget, vendor, and staffing needs, and data tracking for reporting purposes
- Manage all event-related planning and logistics, including but not limited to vendor contracts, ticket sales, confirmation emails, and staff training
- Work with planning committee members when applicable
- Direct and perform event setup and breakdown, provide onsite oversight and execution on event days, including but not limited to guest check-in, sponsor support, audio/visual and live streaming support, volunteer deployment and supervision, merchandise sales and giveaways, and refreshments
- Use sound judgment and resolve on-site event problems as needed
- Ensure all events are strongly branded to promote the Nature Forward brand and profile
- Work collaboratively with other departments to create necessary event collateral, such as posters and banners, for internal and external promotion of Nature Forward's events
- Coordinate evaluation and implement any needed changes for future events
- Maintain inventory of event supplies

Sponsorship Program Management

- Identify and implement ways to increase revenue produced by Nature Forward events through sponsorships and in-kind gifts
- Manage the sponsor acquisition program, including developing sponsor packages that meet sponsors' needs
- Grow the corporate sponsorship program by cultivating leads and partnerships
- Generate sponsor revenue that meets or exceeds budget goals
- Schedule and lead regular sponsor meetings to engage and steward sponsors and secure recurring sponsorships
- Maintain detailed and accurate sponsor information, including deliverables, pledges, invoices, agreements, ROI reports, and delivery of event reports
- Encourage and increase multiple-event sponsorships when appropriate
- Provide superior customer service to event sponsors by answering questions, anticipating needs, escalating issues when appropriate, and meeting and/or exceeding sponsor expectations

Communication (Internal and External)

- Meet with departments throughout Nature Forward to coordinate their participation in events, conferences and sponsor stewardship
- Communicate clearly with Nature Forward staff to assign support roles before, during and after event days

Management of Resources (financial, human resources, facilities):

- Responsible for all CRM (Bloomerang) data input related to sponsors and event revenue (ticket and auction sales) with an emphasis on accuracy and follow-through
- Maintain confidentiality of all collected personal and financial information
- Collaborate with managers to coordinate staff and volunteer support for events and conferences
- Track and enter sponsorship pledges and payments and deliver timely acknowledgment letters and reports to sponsors
- Maintain current certifications in crowd and event management

Other Duties

- Perform administrative work to achieve Development department revenue goals
- Adhere to all policies and procedures of Nature Forward

Qualifications:**Education**

- Bachelor's degree or equivalent experience

Experience/Training

- Minimum of four years of direct experience working on and leading non-profit events and sponsor fulfillment
- Experience with Bloomerang is a plus
- Customer service experience required
- Proficiency with Microsoft Office software, including Microsoft Outlook, Excel, and Word
- Experience with a donor database is a plus
- A valid driver's license
- Experience coordinating paid and volunteer staff

Traits Desirable

- Ability to work with and build connections with individuals from a wide variety of ethnic, cultural, and economic backgrounds
- Strong organizational and communication skills
- Self-directed, collaborative, and detail-oriented
- Friendly and outgoing
Excellent verbal and written communication skills
- Able to multitask and juggle multiple projects
- Love of nature a plus

Physical Requirements

- Must be able to remain active for an eight-hour workday, and ten to twelve-hour special event days
- Must be able to traverse large areas of Nature Forward's headquarters at Woodend Sanctuary and event venues as needed
- Must be able to work in an outdoor weather environment in all seasons and weather, including heat/humidity, cold temperatures, and/or wet conditions
- Ability to work a flexible schedule to include some weekends, holidays, and evenings; and
- Must be able to exert up to 25 pounds of force to lift, push, pull, carry, or otherwise move objects

Equipment

- Must be able to operate various machines and equipment, including computers, phones, two-way radios, scanners, printers, copiers, golf carts, and vehicles.

Benefits

- Health care, life insurance and long-term disability insurance
- Medical and dependent care flexible spending accounts
- 403(b) retirement plan with employer-matching contributions
- Paid holidays including a one-week winter break

To apply, please send a cover letter and resume to development@natureforward.org by April 30, 2024.