GRAND RAPIDS COMMUNITY FOUNDATION

POSITION DESCRIPTION

Position Title: Event Project Manager

Full-time: 37.5 hours/week

Department: Executive

Starting Salary Range: $52,000-$57,000

Reports to: President

Date Created: February, 2021

Positions Supervised: None

ORGANIZATIONAL OVERVIEW:

Grand Rapids Community Foundation leads Kent County in making positive, sustainable change. With its endowment, the Community Foundation supports local nonprofits, leads significant social change and helps donors achieve their philanthropic goals. Guided by our North Star, we believe for West Michigan to grow and prosper, we must ensure that everyone can apply their talents and creativity to fuel our future. By connecting across perspectives and overcoming inequities, we can build and sustain an inclusive economy and thriving community.

POSITION OVERVIEW:

The Event Project Manager is responsible for the leadership, project management and execution of highly engaging and inclusive in-person and virtual events, meetings and experiences that advance the Community Foundation’s mission and vision. The position collaborates with all Departments to identify and execute opportunities to engage the Community Foundation’s various and diverse audiences.

The Event Project Manager will have an extraordinary understanding and commitment to the Community Foundation’s North Star and relationships and networks within communities experiencing inequities in Kent County. They will have extensive experiences working effectively with persons from various cultural, social and ethnic backgrounds. They will have a highly developed cultural awareness and demonstrated ability to work in a collaborative setting, effectively communicate around sensitive issues and be an active listener.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

Event Leadership and Project Management

- Provides leadership, expertise and strategic direction in the planning and execution of virtual and in-person events, meetings and experiences.
- Serves in a leadership role on the Centennial Committee, in preparation for the Community Foundation’s upcoming 100th anniversary in 2022.
o Secures and manages corporate and individual sponsorships and other underwriting opportunities for events.
o Manages event budgets, providing progress reports to appropriate staff.
o Plans, manages and executes event logistics, including: venues, virtual platforms, registration, catering, and technology requirements, etc.
o Works with and maintains ongoing communication with appropriate staff, volunteers and/or vendor(s) to develop event timelines, agendas, invitations, programs and other materials.
o Maintains an organizational wide calendar for events, meetings and experiences.
o Conducts pre-event briefs to ensure staff, volunteers and vendors understand their roles and responsibilities for an event, meeting or experience.
o Provides on-site supervision of setup, production and clean-up.

**Strategic Planning & Evaluation**
o Meets with departments to plan and set an annual schedule and budgets for events.
o Works proactively with the Strategic Communications Department to develop annual plans for event materials including: invitations, digital communications, programs, photography, videography, scripts, presentations, sponsorship, recognition, etc.
o Develops and implements annual event sponsorship plans.
o Conducts post event evaluations (surveys, recap meetings, etc.) and produces reports, including: attendee feedback, goal attainment and recommendations for future improvements.
o Prioritizes inclusion and accessibility in all planning aspects for Community Foundation events, meetings and experiences.
o Identifies new opportunities and strategies to engage new and diverse audiences.
o Maintains an awareness and understanding of trends for engaging in-person and virtual events, meetings and experiences. Proposes innovative strategies to improve experiences for audiences.

**Relationship Management**
o Maintains close contact with Community Foundation departments and provides proactive communication on the progress, requirements and results of their events.
o Identifies and cultivates prospective corporate and individual sponsorship partners.
o Connects and builds relationships with the Community Foundation’s various audiences, including but not limited to: vendors, corporate sponsors and volunteers.
o Develops and maintains relationships with diverse venues and vendors to support event logistics and needs, emphasizing local-, person of color-, woman-, veteran-, and LGBTQ-owned businesses.
o Manages event constituent database records.
KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:

1. Minimum 5 years’ experience in the area of event or project management, marketing or related area. Professional certification in events or meetings or college degree a plus.

2. Demonstrated ability to plan, manage and execute in-person, virtual or hybrid events in a highly collaborative environment.

3. Project management experience; from strategy, program development, messaging, design, logistics, vendor management, budget, on-site execution to post-event analysis.

4. Experience budgeting, managing vendors, contract negotiation and securing sponsorships.

5. Moderate to advance proficiency with Microsoft Office Suite, virtual event/meeting platforms, audio/video and general technology resources. Experience with Raisers Edge or similar relationship management database a plus.

6. Experience evaluating the design, implementation and execution of events and identifying areas for improvement.

7. Extraordinary written and oral communications skills that are delivered in a concise and logical way, utilizing the most appropriate communication channel and tailoring to the audience.

8. Oral and written proficiency in Spanish a plus.

9. High degree of organization and ability to manage multiple priorities simultaneously and driving results across multiple teams.

10. Inclusive and accessibility mindset with demonstrated ability to adapt communications and experiences to diverse individuals and groups in a culturally competent manner.

11. Exceptional interpersonal skills; experience developing strong working relationships with internal partners, third party vendors, and constituents.

ORGANIZATIONAL COMPETENCIES:

All employees are required to uphold the values of Grand Rapids Community Foundation which are: Integrity, Excellence, Inclusion, Sustainability, and Bold Aspirations. All employees are required to comply with the policies, procedures, and safety programs of the Community Foundation as well as follow all state and federal
laws and regulations, including but not limited to those related to donor rights, confidentiality, and the Health Insurance Portability and Accountability Act (HIPAA).

### PHYSICAL REQUIREMENTS

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percent of Work Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Sitting</td>
<td>Greater than 60%</td>
</tr>
<tr>
<td>2. Standing</td>
<td>Less than 25%</td>
</tr>
<tr>
<td>3. Walking</td>
<td>Less than 25%</td>
</tr>
<tr>
<td>4. Lifting or carrying up to 30 lbs.</td>
<td>More than 10%</td>
</tr>
<tr>
<td>5. Pushing or pulling up to 30 lbs.</td>
<td>More than 10%</td>
</tr>
<tr>
<td>6. Climbing</td>
<td>Less than 10%</td>
</tr>
<tr>
<td>7. Kneeling, stooping or bending</td>
<td>More than 25%</td>
</tr>
<tr>
<td>8. Repetitive movement</td>
<td>Less than 25%</td>
</tr>
<tr>
<td>9. Keyboarding</td>
<td>Greater than 60%</td>
</tr>
</tbody>
</table>