



Special Events Coordinator Position Description
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I. TITLE: Special Events Coordinator
FLSA: Exempt

II. POSITION SUMMARY:

The **Special Events Coordinator** will be instrumental in achieving the organization's annual fundraising goals by growing and diversifying its funding base. This person will oversee and coordinate all of Waterloo Greenway Conservancy's special events, as well as soliciting annual gifts/sponsorships from corporations and individuals, assisting with direct mail campaigns, and assisting with donor communications.

In collaboration with the Chief Development Officer and development team, responsibilities include meeting or exceeding events-related fundraising goals; developing and successfully implementing all organization special events; representing the organization to donors, vendors, and the public; producing various fundraising-related collateral; maintaining the donor database; and managing volunteers. The successful candidate will be self-motivated, entrepreneurial, and willing to take complete ownership of critical duties.

S/he will maintain an in-depth knowledge of Waterloo Greenway's strategic funding priorities to establish long-term partnerships and strengthen existing relationships.

III. ESSENTIAL FUNCTIONS:

- All work is performed with a direct reflection of the mission and values of the organization
- Grow base of support from Individuals and Corporate Partners by keeping an active pipeline of prospects and managing donor cultivation and stewardship.
- Oversee and manage Annual Benefit Concert, Pop-Up Picnic, and other essential fundraising events.
- Support Chief Development Officer and Director of Annual Giving through identification of donors/sponsors and assisting with cultivation and stewardship of individuals.



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- Manage semi-regular cultivation and stewardship events, creek tours, receptions, and project updates.
- Support both capital and annual campaigns through work on strategic communications and fundraising plans.
- Assist in the creation of donor communication materials, including: direct mail pieces, event sponsorship decks, email campaigns, and other marketing materials.

IV. OTHER ACCOUNTABILITIES:

- Provide professional, quality customer service to donors, members, volunteers, staff, and other community contacts.
- Prepare data for CEO and Board, to share ongoing results for fiscal year.
- Maintain all relevant data in database include donor meetings, correspondences, actions, etc.

V. PHYSICAL DEMANDS AND WORK ENVIRONMENT:

This job is primarily performed in an indoor office environment, requiring the candidate to remain in a stationary position over 50% of the time. During events, this person may be required to lift heavy objects and stand for long periods of time; this is not essential and reasonable accommodations will be made if the person is not able to meet this requirement. This person occasionally works in outdoor weather conditions. Reliable transportation is required to attend frequent meetings off-site. Some evening and weekend hours are required.

VI. EDUCATION AND EXPERIENCE:

- Bachelor's degree from accredited four-year college or university.
- Minimum 2 years of development experience including demonstrated success in special events fundraising and management.
- Experience with fundraising and data management systems; Raiser's Edge is highly desirable.
- Experience with moves management including, but not limited to, prospect identification, cultivation, solicitation and stewardship.
- Proven track record of achieving annual fundraising goals of \$500K+
- Commitment to mission and vision of the Waterloo Greenway Conservancy
- Demonstrated ability to think strategically and thorough understanding of strategic development
- Demonstrated ability to identify, cultivate, and manage donors
- Strong partnership building and event planning skills





- Strong verbal communications skills and demonstrated ability to write clearly and persuasively
- Exceptional organizational, strategic and creative, and accurate multitasking skills
- Demonstrated high professional standards, initiative, and integrity
- A sense of humor

VII. KNOWLEDGE, SKILLS AND ABILITIES:

CORE COMPETENCIES

- Decision Quality
- Resourcefulness
- Ensures Accountability
- Collaborates
- Communicates Effectively
- Instills Trust
- Nimble Learning

VIII. ORGANIZATIONAL RELATIONSHIPS:

- Reports to: Director of Annual Giving
- Supervises (if any): N/A
- Supports: Programs; Design & Planning; Finance

IX. COMPENSATION:

Competitive compensation, dependent on experience. Full health, vision, and dental benefits. Generous PTO, vacation, and sick-leave policy. IRA with organizational match.

X. TO APPLY

Qualified applicants are invited to submit resume, cover letter, and contact information for at least two professional references. Please send complete applications via email to: brubio@waterloogreenway.org. WG respects confidentiality relating to these submissions.

Waterloo Greenway Conservancy will not discriminate against any applicant or employee based on race, creed, color, national origin, sex, gender identity, age, religion, veteran status, disability, or sexual orientation.

