

## Events and Sponsorship Manager

**Reports to:** Executive Director

**Direct Reports:** Development Coordinator, Events & Community Engagement

**Employment Status:** Permanent/Contract

**Salary Range:** \$59,000 to \$69,000

### Job Summary:

The Events and Sponsorship Manager is responsible for planning, executing, and managing fundraising events and sponsorship programs to support the organization's mission. This role involves developing strategic partnerships, securing sponsorships, manage staff and ensuring the successful delivery of events that enhance brand awareness and revenue generation.

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### Core Responsibilities:

#### Event Management:

- Plan, coordinate, and execute fundraising events, corporate functions, and community engagement initiatives.
- Develop event timelines, budgets, and logistics to ensure seamless execution.
- Work with vendors, venues, and suppliers to negotiate contracts and manage event-related logistics.
- Oversee event marketing, promotion, and communication strategies to maximize attendance and engagement.
- Ensure events align with the organization's mission and goals while delivering a high-quality experience.
- Manage post-event evaluations, reporting on event success and identifying areas for improvement.

#### Sponsorship and Partnership Development:

- Identify, solicit, and secure corporate sponsorships and partnerships to support events and fundraising initiatives.
- Develop customized sponsorship proposals and presentations to engage potential partners.
- Build and maintain strong relationships with sponsors, ensuring proper fulfillment of sponsorship agreements.
- Track sponsorship deliverables and provide post-event reports to sponsors highlighting impact and engagement.
- Collaborate with the marketing team to maximize sponsor visibility and recognition.

#### Staff and Volunteer Management:

- Recruit, train, supervise, and mentor event staff and volunteers to ensure successful event execution.
- Provide leadership and guidance to staff, fostering a collaborative and results-driven team environment.

- Assign roles and responsibilities, ensuring team members are aligned with event and sponsorship objectives.
- Conduct regular performance check-ins and provide feedback to support professional growth.
- Ensure staff and volunteers adhere to event protocols, safety procedures, and organizational standards.

#### **Fundraising and Revenue Generation:**

- Develop creative fundraising initiatives that align with organizational objectives.
- Explore new revenue streams, including corporate giving, and community partnerships.
- Work closely with internal teams to integrate sponsorship and fundraising efforts across all programs.

#### **Stakeholder & Volunteer Engagement:**

- Engage with donors, corporate partners, community leaders, and other stakeholders to foster long-term relationships.
- Recruit, train, and manage event volunteers to ensure successful event execution.
- Act as a liaison between the organization and sponsors, ensuring strong and positive relationships

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#### **Education & Experience:**

- Bachelor's degree in Event Management, Marketing, Business, Communications, or a related field (or equivalent experience).
- 3-5 years of experience in event planning, sponsorship development, or fundraising.
- Proven track record of securing sponsorships and partnerships.
- Strong project management skills, with the ability to handle multiple events and deadlines.
- Excellent communication, negotiation, and relationship-building skills.
- Proficiency in event management software, CRM systems, and marketing platforms.
- Ability to work flexible hours, including evenings and weekends, as needed.

#### **Key Relationships:**

- Executive Director
- Board of Directors
- Donors and prospects
- Volunteers
- Hospital departments
- Community stakeholders and public
- Foundation staff

#### **Direct Reports:**

- Fund Development Coordinator, Sponsorship
- Fund Development Coordinator, Events & Community Engagement

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### **Why Join Us?**

- Opportunity to make a meaningful impact through high-profile fundraising events.
- Work with a passionate team dedicated to community engagement and philanthropy.
- Competitive salary, benefits, and professional development opportunities.

### **To Apply:**

Submit your cover letter and resume to [info@fvhcf.ca](mailto:info@fvhcf.ca).