



## **POSITION DESCRIPTION**

**9/1/2018**

### **TITLE**

Director of Development-Special Events

### **DESCRIPTION**

The Director of Development – Special Events is an enthusiastic, organized, self-motivated person with responsibility for implementation of Special Olympics Wisconsin’s signature fundraising events. This position will contribute to the creation and execution of meaningful and impactful events that increase revenue, garner press and brand awareness, foster strong community relations, donor loyalty and acquire new supporters. This person must be able to recruit, manage and partner directly with volunteers, committees and colleagues to meet participant and sponsorship recruitment and fundraising goals, as well as manage the “day of” experience for all events. Candidates must be able to work independently and organize work to meet established deadlines; manage event budgets, solve problems using good judgment; understand when to seek assistance or guidance from others. This position is exempt.

### **QUALIFICATIONS**

- Associate or Bachelor Degree, required.
- Demonstrated success and a minimum of two (2) years fundraising experience with corporate sponsorships and special events.
- Demonstrated success managing volunteers.
- Effective verbal and written communication skills including the ability to interact comfortably and persuasively with diverse constituencies.
- Previous experience with budget management.
- Knowledge of area businesses and foundations.
- Must be able to lift, carry, transport, and setup a variety of materials (weighing up to 50 pounds).
- Demonstrated ability to work in a team environment.
- Ability to work independently and organize work to meet established deadlines; solve problems using good judgment; understand when to seek assistance or guidance from others.
- Proficiency with MS Office including Microsoft Word, Excel and Access.
- Valid Driver’s License.
- Effective time management skills.
- Some weekends, evenings and overnights, will be required.

### **RESPONSIBILITIES**

- Abide by SOWI Guiding Values.
- Execute Special Olympics Wisconsin’s Strategic Plan.
- Develop and execute annual work plan and goals.

- Manage the SOWI fundraising budget for the Region.
- **Plan, coordinate and reach fundraising goals for signature events including but not limited to:**
  - Polar Plunge
  - Law Enforcement Torch Run (LETR)
  - Tip a Cop
  - Cop on a Rooftop
  - Run with the Cops
  - Truck Convoy
  - Additional local events specific to the Region
  - Provide minimal support for other local events where Special Olympics Wisconsin is recipient of proceeds
- **Maintain, organize and manage SOWI special events from concept to completion, ensuring they operate smoothly, efficiently, and generate maximum revenue and exposure.**
  - Develop community outreach strategies to engage with schools, local businesses, service organizations, etc. to recruit event participants.
  - Provide support and customer service to event participants.
  - Work with vendors and service providers to secure all necessary equipment and services for events.
  - Secure all permits for local events
  - Recruit and manage volunteers, volunteer committees and/or athletes to work/attend fundraising events.
  - Oversee setup of events and event venues.
  - Serve on statewide LETR and Polar Plunge committees.
- **Manage partnership with local law enforcement agencies to support the year round fundraising / awareness building efforts of the Law Enforcement Torch Run (LETR)**
  - Build and cultivate relationships with local law enforcement agencies.
  - Recruit officers to volunteer at LETR events year round.
  - Distribute event information to local agencies.
  - Lead local LETR committees.
  - Work with LETR committees to set event budgets.
  - Support LETR in all fundraising efforts.
- **Seek and develop corporate partnerships to successfully secure event sponsorships.**
  - Develop and utilize proposals to share partnership rights and benefits with event sponsors.
  - Provide support and service to statewide partners in region.
  - Ensure all regional sponsor benefits are delivered including preparation of partnership summaries for major sponsors.
  - Write and manage regional grant requests concentrating on local foundations.

- Document interactions with donors, partners and stakeholders in the SOWI donor database Raiser’s Edge.
- **In partnership with the Marketing Department, develop event based marketing plans, tactics and objectives to achieve growth in event revenue and participation.**
  - Create marketing materials including posters, fliers, fact sheets, etc. for local events.
  - Utilize social media to create awareness and participation in events.
  - Work with local media to promote events.
  - Coordinate and/or participate in event-specific media, publicity, and public relations efforts.
- **In partnership with the Operations Department complete all necessary financial documentation and follow operational procedures for local events and office management.**
  - Complete and submit accurate deposit ledgers to the state office.
  - Approve, code and forward all invoices to the state office for payment.
  - Review and approve monthly financial statements.
  - Prepare and submit annual budget.
  - Manage daily office administrative tasks including: mail, postage, purchasing supplies, paying rent, etc.
- Provide support to local Special Olympics Agencies in their fundraising efforts.
- Promote the mission of Special Olympics Wisconsin, Inc.
- Other duties as assigned by Senior Director of Development-LETR.

**SUPERVISION**

The Director of Development–Special Events works directly under the supervision of the Senior Director of Development–LETR.

**MISSION**

*The mission of Special Olympics Wisconsin is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with cognitive disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.*

---

Signature

Date