



Manager of Events and Marketing – Baltimore, MD

POSITION TITLE:	Manager of Events and Marketing
DEPARTMENT:	Development
REPORTS TO:	Vice President - Development

Overview:

Junior Achievement of Central Maryland (JACMD) is looking for a thinker/doer—a self-starter who will play an integral role in helping to drive the organization’s event and communications efforts forward to support our vital mission of inspiring young people to navigate their own path to the American Dream.

This team member will the lead for both the events and marketing needs for the organization. Fundraising events at Junior Achievement are a vital tool to celebrate and communicate not only what we do but “why” we do it. Our events give voice to the passion we have for all that we do. Additionally, this position will create and implement the marketing and communications plan of the organization—directly supporting JACMD’s communications strategy, brand reputation and event marketing through public relations, social media, collateral, web presence and other marketing channels.

The Events and Marketing Manager must be able to anticipate project needs, discern work priorities, and meet deadlines. They should have a passion for special event management; provide outstanding communication to JA staff, vendors and event attendees and volunteers; be an enthusiastic professional; and be capable of building strong and positive relationships with donors and partners. This position requires a highly organized, creative, detail oriented and motivated person.

PRIMARY RESPONSIBILITIES:

- Create and manage event timelines, budgets, programs and task lists for all JA-hosted fundraising events.
- Lead all event planning meetings and discussions, including with the development and senior leadership teams.
- Develop and implement innovative communication methods and messages to compel involvement and support from corporations, foundations and individuals.
- Develop and implement an annual marketing and communications plan with a focus on generating resources, communicating results, and ensuring the brand is relevant and vital to stakeholders.
- Develop and implement JACMD’s online and social media strategy and serve as online spokesperson within social media channels
- Develop content for general JACMD marketing and fundraising pieces, including the annual report. Communicate and strengthen brand using specific messages to target audiences.

- Support development of content and design for all JACMD print communications, including program, development, and event marketing materials.
- Track event revenue and expense budgets and provide periodic progress reports to development team for each event project.
- Organize on event concept, graphic design/production/printing, run-of-show and presenter scripts, and event marketing plan.
- Build a community with event partners and donors through social media channels.
- Manage all aspects of event logistics including, attendee list, on-site registration, name tags, etc.
- Secure guest speakers, event volunteers; manage the staff and volunteers working at the event.
- Create event sponsorship packages
- Manage the follow-up with attendees, vendors, sponsors and staff members following each event to show impact of event and ensure that sponsor ROI is met.
- Support development of content and design for all JACMD print communications, including program, development, and event marketing materials.
- Develop, coordinate and maintain content of electronic communications, including web site, e-mail campaigns, and monthly e-newsletter.

This position requires the ability to work a flexible schedule, including evenings and weekends as required. The individual must also have the ability and willingness to travel within the state to meet with prospects and donors.

BEHAVIORAL COMPETENCIES

At Junior Achievement of Central Maryland, we consistently exemplify to each other and to all stakeholders the following interdependent values and associated behaviors. The bedrock for the successful achievement of the JA mission on an ever-increasing basis is a commitment to safeguarding a sound behavioral culture that unleashes our best ideas for the benefit of all stakeholders and the community at large.

- We act with trust, integrity, accountability, and honor in every interaction with each other and our stakeholders no matter the circumstance or situation.
- We operate with a growth mindset and are role models of the sound economic principles we impart to students.
- We are responsible, independent thinkers while realizing the synergies of teamwork create a multiplying effect of sound ideas. We practice collaboration. We invite an understanding of each other's perspectives and work through our differences with the goal of doing what is in the best interest of our organization as opposed to any one individual or group.
- Each staff member strives and achieves professional development by working to grow in skill, knowledge, and maturity.
- Believing in the best in ourselves and others is an inherent part of who we are and is a crucial part of our mission. We positively influence our work environment, both internally and externally. "It is not in my job description," does not exist at our organization.

EDUCATION/EXPERIENCE REQUIRED:

- Bachelor's degree
- At least 1 year experience in corporate event planning and marketing

- Passion for Junior Achievement's mission and desire to make a difference
- Understanding of brand management
- In tune with the latest social media channels, online behaviors, and trends to build community engagement, including Twitter, Facebook, Instagram, LinkedIn and associated management tools (e.g. Hootsuite)
- Outstanding written and interpersonal communications skills, with experience in writing for a range of audiences
- Interest in or experience with short web video production
- Interest in or experience with graphic design and web site management
- Detail oriented and organized, with an ability to manage multiple projects under tight deadlines
- Superior communications skills
- Attention to detail
- Experienced user of MS Outlook, Word, Excel and PowerPoint
- Ability and willingness to work some evenings and weekends, and travel as necessary to cover programs and events

Salary range: Based on experience and track record of success. JA offers fully paid health, dental, and life insurance benefits for the individual employee, as well as a generous PTO package and 401K plan

Organization

Junior Achievement of Central Maryland consists of passionate people who seek to educate and inspire young people to succeed in a global economy. JA reaches students in relevant, hands-on learning experiences that teach young people to manage their money, plan for their economic future, run their own businesses, and develop readiness for careers and college. JA associates are known for their passion for the JA mission bringing together business and education to work with students in kindergarten through high school empowering them to own their economic success. Members of the team interact with community leaders who support the JA mission with their time, treasure, and talent. JA offers a collaborative, inclusive work environment, and the opportunity to impact the lives of young people in our community.

JA Contact: Send cover letter and resume to Kim Denis at kdenis@jmaryland.org

This position description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job related duties required by their supervisor. This document does not create an employment contract implied or otherwise, other than an "at-will" relationship.