

Community Engagement Manager Job Description

Make-A-Wish of Central and Northern Florida seeks a candidate with a minimum of 1-2 years non-profit, sales, or marketing experience. The successful candidate will have experience in outside sales and managing corporate accounts with excellent organization and time-management skills. Experience in securing corporate sponsorship dollars, managing special events, budgeting and committee management is also preferred.

Job Description Summary: The Community Engagement Manager is responsible for meeting the fundraising goals set by the chapter for Jacksonville's external events (also known as third-party or community events that benefit Make-A-Wish), national corporate sponsorships, Adopt-A-Wish program, Kids for Wish Kids, and the region's Wish it Forward program.

This job requires a dynamic, motivated, energetic, and personable individual with a go-getter attitude and a drive to meet and exceed budgetary fundraising goals.

Reports to: Vice President of Development

Essential Duties and Responsibilities to include (but are not limited to):

External Events and Kids for Wish Kids:

- Responsible for achieving the annual budgeted revenue goal of approximately \$100,000 for external events.
- Manages a portfolio of a minimum of 20-30 external events/campaigns taking place throughout the year.
- Reviews and evaluates external fundraising proposals - works with the Vice President of Development to determine the feasibility of these events
- Initiates new fundraising opportunities with local businesses, schools, clubs and organizations, and community events.
- Acts as the liaison between the external event partner and Make-A-Wish to ensure the success of the event/campaign
- Coordinates appropriate support for these activities ensuring the donor has the agreed upon supplies, materials, board, volunteer, and wish family representation.
- Maintains the records and updated files for all external event and Kids for Wish Kids partners
- Coordinates appropriate thanks/recognition for all external event and KFWK donors
- Attends and speaks about the organization at kick-off parties as necessary to encourage and motivate employee and guest participation and support.
- Attends and speaks about the organization at check-presentations - ability to attend in the evenings and on weekends as needed.
- Responsible for any follow-up with external event and KFWK donors to ensure Make-A-Wish receives funds.

National and Local Corporate Partners:

- Responsible for achieving the annual budgeted revenue goal for national corporate partnerships.
- Manages a portfolio of National Partnerships including Macy's Thanks for Sharing and Believe Campaign, Maggiano's Eat-A-Dish for Make-A-Wish, Dave and Busters star sales, Subaru's Share the Love Campaign, etc.
- Attends and speaks about the organization at kick-off events to encourage and motivate employee participation and support - ability to attend in the evenings and on weekends as needed.
- Coordinates appropriate support for these activities ensuring the sponsor has the agreed upon supplies, materials, board, volunteer, and wish family representation.
- Maintains the records and updated files for all national and local corporate partners
- Coordinates appropriate thank you/recognition for corporate sponsor contacts
- Responsible for any follow-up with corporate sponsorship contact and maintaining a positive relationship with contact throughout the year.
- Solicits and secures local corporate support for our Adopt-A-Wish program.

Wish it Forward

Our chapter's Wish it Forward program gives wish families the opportunity to give back through fundraising, volunteering, or serving as a wish child ambassador. The Community Engagement Manager will manage the Wish It Forward program for the NE and NW regions.

Season of Wishes Holiday Campaign:

Season of Wishes is the chapter's holiday campaign that gives local businesses, individuals, clubs and organizations an opportunity to support Make-A-Wish during the holiday season. The campaign includes an end-of-the-year direct mail appeal and local and national promotions that raise money for Make-A-Wish.

- Responsible for achieving the annual budgeted revenue goal for the Season of Wishes holiday campaign.
- Coordinates region's end of the year direct mailing
- Solicits and secures partners to raise money for Make-A-Wish during the holiday season through wish star sales, give-back events, personal/company fundraising pages, and in-office fundraisers
- Writes and submits grant requests to local foundations, corporations, and organizations.
- Other duties as assigned

Competitive Candidates Will Possess the Following:

- Minimum 1-2 years non-profit, sales, marketing, or business development experience
- Successful track record of revenue generation and fundraising through corporate sponsorship and events and community engagement
- Self-starter with drive and motivation to meet and surpass budgetary goals
- Proven ability to lead, motivate, and effectively communicate with key community members and corporate partners
- Success in cultivating corporate relationships and securing corporate partners for \$1,000 and more
- A positive, optimistic, and energetic personality
- High energy level and “go-getter” attitude
- Exceptional verbal and written communication skills
- Comfortable and confident presentation skills
- Excellent organizational and multi-tasking skills – the ability to juggle several projects at once
- Ability to work evenings and weekends as necessary
- Excellent computer skills; experience using photoshop, illustrator, and indesign preferred
- Ability to work independently with little supervision
- Capable of building and sustaining relationships with a variety of individuals and businesses
- Professional appearance and demeanor
- Flexible and adaptable to change
- Meticulous attention to detail
- Reliable transportation and driver’s license

- Bachelor's Degree (Business or Non-Profit Management preferred) and 1-2 years of experience in sales, business development, marketing or fundraising.