



## **ROLE DESCRIPTION**

**Role:** Event Planner

**DEPARTMENT:** Development (Advancement/Fundraising)

**REPORTS TO:** Vice President, Development

**CLASSIFICATION/ STATUS:** Full-Time Exempt

The work is conducted primarily at 1805 Dalton Avenue, Cincinnati, OH 45214.

**GENERAL STATEMENT OF DUTIES & RESPONSIBILITIES:** The City Gospel Mission Event Planner, works as part of the Development (fundraising) Team. In a sense the Event Planner is hosting an excellent event that has the purpose of raising funds for the ministry. The Event Planner (EP) working with the Development Team, helps to create the event vision/desired outcome. She/he then develops the timelines, builds the delivery plan, manages the process to deliver, and executes an excellent experience (in-person and virtual.) Excellent events connect donors and future donors (or the public at large) with the work of City Gospel Mission. The goal of our events is to create personal connections that lead to giving, volunteering, and other levels of engagement. The EP will set goals, select vendors and locations, negotiate contracts, oversee volunteers, manage budgets, execute events, evaluating events and celebrate successes with staff, attendees and volunteers. Events may range to focus from to banquets, golf-outings, breakfast presentations, and artistic recitals for our ballet program.

### **MAJOR POSITION RESPONSIBILITIES:**

1. Do the work at hand in a manner that is aligned with the ministry's core values of being: Godly, builders of meaningful Relationships, Compassionate and focused on Positive Transformation for ourselves and participants in our ministry programs.
2. **Vision/Leadership:**
  - Ensure all events represent the CGM brand and provide an exceptional experience for guests, volunteers and staff.
  - Work closely with the VP of Development, the development team, other CGM departments/engagement areas, and volunteers to develop event visions (desired end results), set event goals, develop timelines, build and manage the event execution plan and team.
  - Serve as the main point of contact for vendors, speakers, attendees, volunteers, and other personnel on event related matters.
  - Supervise and equip/train any advisory teams created to support events. (Example, the CGM Golf Outing has a golf committee made of volunteers who help to plan and execute the golf outing.)
  - Meet, or exceed event goals by staying within spending limits and reaching income goals, with support from the Development Team.

- Identify and book venues, negotiate contracts, build and manage relationships with vendors.
- Work with the VP of Church & Volunteer Partners, to identify and connect with volunteer resources.
- Manage/oversee day of event logistics such as venue set up, speaker participation, catering, AV testing, volunteer utilization, and other day of activities.
- Be knowledgeable and share current best approaches regarding the use of events for fundraising and relationship/community/awareness building.
- Participate in regular Development Team meetings. Work with members of the team to understand overall fundraising themes and strategy.

### 3. **Planning & Event Management:**

- Use sound project management tools to create and communicate event plans, and day-of details.
- Own systems that communicate externally, track guest registrations and monitor budgets.
- Keep sub-teams (Development, Advisory, Internal Colleagues) informed and accountable regarding assigned action items.
- Organize and execute event meetings and check-ins with event support teams, as needed
- Lead the creation of event concepts. Determine the resources and methods that would be needed to execute the event concepts. When appropriate procure resources (people and materials) to execute with excellence.
- Ensure location is prepared, including decorations, registration, parking, AV, seating and other essential details on event day.

### 4. **Marketing & Communication:**

- Work with CGM marketing staff to develop the event marketing plan.
- Coordinate with designers for marketing materials such as save the date communications, event invitations, sponsorship flyers, marketing posters, emails, QR Codes etc.
- Order signs and printed materials with enough lead time, to allow for proper proofing, quality of print, and delivery of materials.
- Work with Development Team to build identify target audiences and create invitation lists.
- Own the process to secure podium speakers, event video presentation or other media needs for events.

### 5. **Evaluation & Reporting:**

- Evaluate events versus goals and provide data-based analysis. This can be metrics like event income and attendance, along with softer measures such as ZAGAT, enjoyment, knowledge acquired, etc.
- Use feedback to inform future event planning.
- Provide monthly event updates to VP of Development that include project management details, income and expenses for active events.

### 6. **Other:**

Pray regularly for events, program participants, staff, City Gospel Mission, Hope House and greater Cincinnati as a whole.

As with all CGM staff members, the person in this role will complete other work-related duties as assigned.

**PERSONAL REQUIREMENTS:**

1. Have the personal experience of receiving, by faith, Jesus Christ as Savior and Lord and be actively involved with a local church.
2. Have a passion to see men, women, and children come to know Jesus Christ as their personal Savior and Lord.
3. Have a personal fellowship with the Lord, which includes daily prayer and Bible study.
4. Agree with and sign the Statement of Faith of City Gospel Mission.
5. Have a personal conviction to serve people of all ethnicities with genuine care and equity.

**PHYSICAL REQUIREMENTS:**

1. The ability to move and function in an office environment. Manual dexterity is required. May require ascending/descending stairs, lifting or moving up to 25 pounds of office equipment or furnishings in a business setting.
2. The person in this position frequently communicates with donors and staff who have questions. She/he must be able to verbally exchange accurate information in these situations.
3. Ability to soundly analyze information, ability to visually review written information, using a computer.

**SKILLS AND EDUCATIONAL QUALIFICATIONS:**

- a. Has worked as professional (paid) Event Planner or has Event Planning as a significant part of his/her job responsibilities in a multi-year assignment.
- b. Has a two-year degree. A bachelor's degree in a related field is preferred.
- c. Proficient in Outlook, Word, Excel, PowerPoint, Google Docs, Videoconferencing, etc.
- d. Has strong project management skills and excellent problem-solving ability.
- e. Can influence and inspire others. Can be flexible, has excellent follow through and attention to detail.
- f. Excellent leadership and organizing skills.
- g. Excellent written, verbal, and interpersonal communication skills.
- h. Ability to work independently, as well as lead teams.
- i. Able to stay calm under pressure.
- j. Willing to work a flexible schedule, including evenings or weekends during peak event delivery times.
- k. Consistently meets deadlines.
- l. Knowledge of donor or customer databases is a plus.
- m. Ability to multitask and possess practical time management skills.
- n. Design software knowledge is a plus (Adobe Creative Suite, Canva)
- o. Personal integrity is essential, as position requires handling of sensitive information
- p. Must pass both background and drug screening

Date Revised: 10/23/23

Paul Spence, VP of Development & Kelly Wilson Chief HR & Talent Development