



**ORANGE COUNTY UNITED WAY  
JOB ANNOUNCEMENT**

<b>Job Title: Director, Special Events</b>	<b>Reporting To: Senior Vice President, Community Relations</b>
<b>Department: Development</b>	<b>Full Time   Exempt</b>

**Summary of Position:**

The **Director, Special Events** is responsible for supervising the Special Events team, overseeing the planning, management and execution of all special events reaching multiple audiences including all fundraising, leadership, affinity and community events. This individual will also take a lead role in managing Orange County United Way’s Women United, Men of the Breakfast and the Leaders United Affinity Groups, by securing direct gifts, stewarding and recognizing donors, organizing engagement events, as well as increasing memberships, gifts and revenue.

**Orange County United Way’s signature fundraising events include:**

- Scorecard Event
- Women’s Philanthropy Fund Breakfast
- Rally for Change Corporate Recognition Event
- Gala/Fall Fundraiser

**He/she is responsible for ensuring that all events:**

- Exceed all fundraising goals
- Stay within planned budgets
- Reflect an understanding of the target audience(s) needs, wants and attitudes
- Connect the target audience with the brand and the mission
- Create an atmosphere that is engaging, inspirational and enjoyable
- Create opportunities and activities for engaging guests to our work
- Recruit, train, steward and inspire volunteer event committees to ensure they have the tools necessary to serve as ambassadors for the organization
- Manage multiple events across overlapping timelines to ensure successful execution of each event

**Core Competencies:**

- Mission Focused / Brand Steward
- Relationship Oriented / Collaborator
- Leading and Motivating
- Problem Solving and Decision Making
- Effective Communication and Influential
- Business Knowledge/Savvy
- Partnering and Teamwork
- Personal Excellence

**Essential Duties and Responsibilities:**

- Manage all aspects of fundraising and affinity group events and programs including: project planning, budgets, communications, production, site planning, venues, vendors, staffing, analysis, reporting, and flawless execution day of event.
- Develop all sponsorship packages and ensure all sponsor deliverables are fulfilled.
- Lead the team in managing our Affinity Groups.
- Create systems, policies and procedures for effective fundraising, recruitment and retention of event participants, partners and sponsors.
- Develop online and offline communication materials by collaborating with the Marketing & Communications Team
- Create and manage accurate records of event participation and attendance.
- Develop strategic relationships with venues, vendors, key stakeholders, corporate, etc.



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- Engage with volunteer leadership committees to ensure their participation in the planning and execution of the events.
- Develop a deep understanding of Orange County United Way’s (OCUW) brand, mission and positioning to ensure that all materials leverage the brand and communicate our message clearly and effectively.
- Manage the development and production of event marketing collateral following all OCUW guidelines prescribed by the Marketing Team – including but not limited to: brochures, invitations (printed and digital), programs, email marketing and direct mail pieces.
- Collaborate cross departmentally to determine goals, measurable outcomes and content, incorporating “mission moments” and fundraising opportunities.
- Negotiate vendor contracts and pricing, and securing in-kind donations when needed.
- Contribute innovative ideas and solutions for all events.
- Other duties as assigned.

**Job Requirements:**

- Bachelor’s Degree preferred with 7-10 years successful experience in fundraising, executing special events and supervising a team.
- Successful fundraising history in securing high level corporate sponsors.
- Knowledge and track-record of managing and growing philanthropic donors as well as experience working with Affinity Groups.
- Experience in recruiting and managing C-Suite corporate and philanthropic volunteers.
- Background in leveraging opportunities, managing vendors and motivating volunteers to successful execution of multiple events.
- Ability to analyze event data and report out with recommendations.
- Enthusiasm, creativity, positivity, and can-do attitude.
- Experience with large scale events (700+ attendees).
- Demonstrated ability to proactively manage multiple tasks effectively.
- Comprehensive understanding of budgeting and accounting principles.
- Exceptional written and oral communication skills.
- Ability to successfully work independently and in a team environment.
- Team player with demonstrated ability to provide superior customer service both internally and externally applying sound judgment when dealing with colleagues, committees, vendors, donors and volunteers.
- Results driven and detail-oriented, with a strong work ethic and high level of integrity.
- Knowledge of industry standards and best practices with working knowledge of up to date event technology.
- Reliable transportation is needed to do the job effectively.

**Technical Knowledge**

- Excellent computer skills; solid knowledge of Microsoft Office suite.
- Experience in consistently working with a CRM system and holding a team accountable to data standards.
- Knowledge of Adobe Creative Suite is a plus.
- Familiar with email marketing tools that track registration and sponsorship investments



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**Physical Demands (Include travel)**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is frequently required to be able to remain in a stationary position 75% of the time. The person in this position needs to occasionally move about inside the office to access file cabinets, records, and office machinery. Constantly operates a computer and other office productivity machinery, such as a calculator, copy machine and computer printer. Occasionally ascends/descends stairs, and constantly positions self to maintain computers in the office, including under the desks. The person in this position frequently communicates with coworkers and customers who have inquiries about our business operations and the community we service; therefore, the person must be able to exchange accurate information. The employee must occasionally lift and/or move up to 25 pounds.

**Work Environment:**

These work environment characteristics are representative of the environment the events manger will encounter. Participation in early morning and evening meetings and events will be required. The noise level in the work environment is usually quiet to moderate.

**Compensation:**

- Commensurate with experience, education, and market \$90,000-\$120,000 per year.
- Competitive benefits.

**Send Resumes To:**

[recruiting@unitedwayoc.org](mailto:recruiting@unitedwayoc.org)

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[www.unitedwayoc.org](http://www.unitedwayoc.org)