



Communications and Events Manager

REPORTS TO: Director of Development and Donor Engagement

FLSA Status: Exempt

Position Summary: The Communications and Events Manager is responsible for managing all CYC communications and marketing materials; developing and managing CYC's public relations; managing fundraising and social events; and overseeing the donor database. This position works in conjunction with the Director of Development and Donor Engagement and team to oversee agency communications and events and support all other fundraising efforts of Colorado Youth for a Change. This position is full-time.

Essential Functions

Manage Communications

- Develop and maintain CYC website
- Coordinate content for, produce and edit CYC's bi-monthly newsletter
- Coordinate, edit and monitor monthly blog
- Oversee production of CYC's annual report and impact report
- Edit fundraising materials, event invitations/materials, and advertising and presentation materials

Develop and Manage Public Relations

- Assure that CYC is represented effectively in furtherance of CYC's mission in broadcast and print media
- Represent CYC in social media, assuring consistent messaging that supports the success of specific events and programs and, in general, CYC's mission
- Engage in collaborative public relations efforts with CYC's partners

Other Fundraising and Events

- Plan and execute the Back to School Night/Annual Fundraising Event including auction procurement and sponsorship solicitations
- Partner with Development Committee to create and execute new point-of-entry events to drive individual donations and corporate partnerships
- Plan and coordinate marketing strategy for Colorado Gives Day
- Lead donor appreciation efforts including thank you letter, events, and other acknowledgements
- Represent CYC in collaborative events with partners

Manage the Donor Database

- Ensure accurate input and maintenance of donor information
- Generate Thank You Letters and Donor Acknowledgements
- Generate reports and mailing lists

Support of Development Team

- Assist Director of Development and Donor Engagement in community, donor, and corporate relations including presentations, cultivation, and stewardship
- Assist with communication to all donors

- Collaborate with the Director of Development and Donor Engagement and the Development Committee in creation of ongoing strategic plan for Development

Other Duties

- Attend and participate in staff meetings as required
- Maintain a working knowledge of local, state, and national trends, demographics, and issues related to fundraising and education
- Support staff and student activities as they relate to marketing, events, and community relations
- Run errands as needed using personal transportation
- Perform other duties, responsibilities, and special projects as assigned
- Complete required training courses as assigned by CYC

Knowledge, Skills, and Abilities

- Excellent computer skills in Microsoft Office, donor database software, website management software and social media
- Excellent writing and editing skills; strong oral communication skills
- Strong relationship skills and a good sense of effective marketing and Public Relations
- Basic knowledge of Adobe Photoshop and InDesign a plus
- Excellent attention to detail and ability to be highly organized and to work under pressure and manage multiple deadlines
- Ability to be self-directed, effectively working independently to meet deadlines and to also be part of a team
- An ability to “change gears” and work collaboratively with internal staff and external partners
- Ability to contribute to a positive morale
- Appreciation of clear and appropriate boundaries with youth
- A passionate and committed belief that youth can rise above seemingly insurmountable obstacles and return to school, graduate, and enter into post-secondary education
- Dependable transportation and being insurable as a driver on the auto liability policy of Colorado Youth for a Change
- Commitment to supporting and being a part of CYC’s effort to continually strive toward inclusivity and growth and appreciation of the organization and each individual’s unique strengths and perspective, including a commitment to self-development identity work.

Minimum Qualifications

- A bachelor’s degree in a relevant field
- Two years of experience in a non-profit environment or marketing and communications in a corporate setting
- Development experience highly desirable

I have read, understand and am able to perform the essential functions of this position with or without accommodations.

Employee (Print Name)

Employee Signature

Date

Marketing and Events Manager

PHYSICAL REQUIREMENTS AND POTENTIAL HAZARDS

The following identifies the physical demands and potential hazards typically encountered by this position. The information is necessary in part to ensure compliance with the Americans with Disabilities Act and the OSHA Blood borne Pathogens Standards. These can reasonably be anticipated in the normal and customary performance of the essential functions of your work.

- NE:** Requirement is present, but is not essential to the position.
- O:** Occasional, up to 33 percent of the time and essential to the position.
- F:** Frequent, 34-66 percent of the time.
- C:** Continuous, over 66 percent of the time.

	NE	O	F	C
Sitting			X	
Walking	X			
Standing	X			
Bending or twisting	X			
Squatting or kneeling	X			
Reaching above shoulder level	X			
Driving cars, light duty trucks	X			
Repetitive motion of hands/fingers				X
Grasping with hand, gripping		X		
Lifting/carrying 10-25 pounds	X			
Lifting/carrying 26-50 pounds	X			
Pushing/Pulling	X			
Exposure to infection, germs or contagious diseases		X		

Seeing objects at a distance	X			
Seeing objects peripherally	X			
Seeing close work (e.g., typed print)				X
Distinguishing colors		X		
Hearing conversations or sounds				X
Hearing via radio or telephone				X
Communicating through speech			X	
Communicating by writing/reading			X	
Exposure to aggressive/angry people		X		
Other:				

I have read and understand the physical requirements and potential hazards of this position and am able to perform the physical requirements as stated above with or without reasonable accommodation.

Employee Signature

Date