



**FIGHTING
BLINDNESS
CANADA** | **VAINCRE
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CANADA**

Senior Manager of Events

Location: 890 Yonge Street, Toronto

Position Type: Permanent full-time

Reports To: President and CEO

Application Deadline: August 1, 2021

Fighting Blindness Canada (FBC) is Canada's leading funder of vision research. FBC offers hope to Canadians by identifying the best, most promising research that is driving treatments and cures for blinding eye diseases, and by raising and stewarding funds to support this essential, sight-saving research. Learn more at fightingblindness.ca

THE ROLE

The **Senior Manager of Events** is a proven fundraising event specialist that thrives on the challenge and excitement of pulling off high profile fundraising events. The role oversees and is responsible for the execution of a portfolio of national events; Comic Vision, Cycle for Sight, Ride for Sight, and third party events. They are always looking to take advantage of opportunities to expand existing events or create new ones altogether. The Senior Manager of Events takes a collaborative and hands on approach to organizing events with volunteer committees and the support of staff event coordinators. They are a "doer".

KEY RESPONSIBILITIES

Event management

- Manage staff and volunteer teams and their signature, partnership, and stewardship event accountabilities.
- Build relationships with existing and new sponsors engaged with FBC's events.
- Initiate, develop, and implement strategies to increase fundraising event net revenue from existing and new event templates.
- Oversee event performance analysis, budget adherence, and set strategic direction to meet revenue goals.
- Conduct analysis to identify new opportunities and develop, execute, and evaluate long-term strategies to grow established events.

- Ensure sponsor needs are met by managing the donor/participant experience, media impact, delivery of sponsor fulfillment requirements, achievement of supporter recognition goals, and other key performance indicators.
- Lead stewardship strategy of FBC's event volunteers, sponsors, donors, and participants.
- Determine effectiveness of event activities in light of donor needs and other activities in terms of timing of execution, staff utilization, etc.
- Accountable for managing event budgets.
- Collaborate with communications staff to help develop fundraising and communications materials to support event activities.
- Work with key stakeholders (i.e. event committees, senior management team, etc.) to maintain and leverage existing event relationships as well as facilitate the cultivation of new ones.
- Analyse and report on event performance by preparing post-event evaluations, facilitating learning across involved teams, and identifying and implementing opportunities to enhance revenue as well as the donor stewardship/participant experience.

Staff Management

- Directly manage four event coordinators (full time, part time, and contract).
- Recruit and train qualified staff to meet the departmental staffing needs, as needed.
- Manage staff performance in relation to goals established for the department and for individual achievement.
- Meet regularly with staff to review progress against plan.
- Motivate, coach, guide, mentor, and problem solve with staff to support them in achieving their commitments.

QUALIFICATIONS

EXPERIENCE

- A minimum of 8 years of charitable sector experience in event planning and management.
- Has flawlessly executed high profile events that are large, complex, and requiring input from multiple stakeholders.
- Track records of developing excellent relationships with volunteer committees and high-profile volunteer leaders.
- Has created new and innovative events as well as growing existing events leading to increased revenue and participation.
- Experience managing event staff, vendors, and outside consultants, agencies, writers, and other third-party suppliers.

KEY COMPETENCIES

- Proven track record of fundraising experience and demonstrated knowledge of special events, sponsorship, volunteer, and donor engagement.
- Exceptional verbal and written communication skills (business cases, proposal writing, presentation, and negotiation skills).
- Ability to develop event concepts and integrate strategies into operational and fund development activities.
- Excellent ability to solve complex problems and adapt event plans in real time.
- Strong organizational and time management skills to determine work priorities and manage multiple projects in a fast paced environment.
- Has a strategic mind and is able to see event strategy.
- Handles stress well and can manage many competing demands simultaneously and calmly.
- Demonstrated ability to effectively lead a team to successful fundraising achievement.
- A natural leader – creative, positive, and results oriented.
- Working knowledges of CRM programs, specifically Raisers' Edge.
- A valid driver's license and access to a vehicle will be required.

EDUCATION

- Relevant post secondary degree.
- Membership Association of Fundraising Professionals is an asset.

COMPENSATION

The current annual salary range for this permanent full-time position is \$80,000 to \$100,000. Compensation also includes a comprehensive benefit package and membership in the group registered retirement savings plan.

TO APPLY

Please submit your cover letter and resume prior to **August 1, 2021**, to jobs@fightingblindness.ca

We thank all candidates for their interest, however, only those selected for an interview will be contacted. Fighting Blindness Canada is an equal opportunity employer and supports applicants with disabilities. Accommodations are available upon request throughout the recruitment process. Please email your request for accommodation with your application.