



## Position Description

# Event Manager

Posted: February 5, 2021

The Buzzards Bay Coalition seeks an experienced, efficient and effective Event Manager to be responsible for all aspects of planning and implementation for the Coalition's diverse mix of outdoor fundraising events, most notably the Buzzards Bay Swim, the Watershed Ride, and Team Buzzards Bay for the Falmouth Road Race. S/he will join an expert fundraising team and will play a pivotal role in meeting Strategic Planning goals for expanding community awareness and support. The Event Manager plans and executes all event sponsorship solicitations, event marketing, participant recruitment, and participant fundraising, as well as all levels of planning, scheduling, and logistics for events that engage hundreds of athletes, volunteers, and spectators.

The ideal candidate is a high-energy team player with more than 3 years of marketing and event production experience, excellent interpersonal and communication skills, and a passion for endurance events and Buzzards Bay. In return, the organization offers a great working environment; the opportunity to contribute to the success of a dynamic organization that has a direct impact on the future of our regional environment; and an outstanding quality of life on the shores of Buzzards Bay – all one hour from Boston and half an hour from both Providence and Cape Cod.

### BACKGROUND

Founded in 1987, the Buzzards Bay Coalition is a nonprofit, membership organization dedicated to the restoration, protection and sustainable use and enjoyment of our irreplaceable Bay and its watershed. The Coalition works to improve the health of the Bay ecosystem for all through education, conservation, research and advocacy. The Coalition works throughout the entire Buzzards Bay Watershed and on Vineyard Sound to protect the region's coastal, river and drinking water quality and the forests, wetlands and streams that support a healthy coastal watershed ecosystem.

We are a \$3.1 million/year organization staffed by a team of 20 conservation professionals, aided by hundreds of volunteers, and support by more than 10,000 members. The Coalition is headquartered at the [Buzzards Bay Center](#) in New Bedford's Waterfront Historic District.

### OUR WORK TODAY

The Buzzards Bay Coalition's staff, programs and initiatives are organized to achieve the following Program Objectives:

- **Community Engagement:** To create both an informed public today and future generations - tomorrow's bay stewards - who will understand the Buzzards Bay ecosystem (how it works, how it's threatened, and their place in it) and support its restoration and protection.
- **Land Conservation:** To increase the rate of land protection and the amount of protected land in the

watershed, the Coalition pursues a Bay-focused land protection strategy, empowers local land trusts, and educates private landowners about conservation.

- Science and Advocacy: To better understand the Buzzards Bay ecosystem and its response to human-related impacts by gathering data on the health of the Bay in order to guide restoration and protection, and to use that data to pursue the restoration and protection of the Bay ecosystem through citizen advocacy and regulatory and legal process at the local, state and federal levels.

## POSITION DESCRIPTION

Outdoor endurance fundraising events play a key role in the Coalition's primary strategic objectives: To build a strong connection to our local environment among watershed residents leading to a sense of long-term stewardship of the Bay. They also provide an important source of fundraising income which supports all aspects of the organization's work.

The Buzzards Bay Swim was created in 1994 as a way to call attention to the value of New Bedford Harbor and to celebrate everyone's right to clean water. The 1.2-mile open water swim has grown considerably in recent years due to a series of focused challenge grants and improved marketing to become the region's signature summer outdoor sporting event. The Watershed Ride was added in 2007 as a companion event highlighting the wide diversity and importance of the Bay's watershed lands from Rhode Island to Cape Cod. Today, approximately 700 participants raise over \$400,000 for clean water through these two events. In 2015, the Coalition created Team Buzzards Bay through the Falmouth Road Race's Numbers for Nonprofits Program, and currently fields a team of 30 runners who raise over \$50,000 through the world-famous race each August.

### Duties and Responsibilities:

- Meet Strategic Planning goals for community awareness and support by developing a multi-year plan to grow the Swim, Run, and Ride to 1,000 participants raising \$500,000 each year. Take responsibility for planning growth strategies, measuring success, and continuously improving return on investment for all events.
- Plan and execute the annual Golf Tournament & Cocktail Party fundraiser at The Bay Club, Mattapoisett, including sponsorship, marketing and participant recruitment.
- Develop and implement multi-channel marketing strategies to maximize event participation and support organizational goals for outreach and awareness. Write and coordinate content and design for direct mail, email, web, social media, digital advertising, press releases, and other communications.
- Develop strategies, including incentive and communication plans, to encourage, support and grow participant fundraising. Coordinate annual updating of three peer-to-peer fundraising websites and associated email campaigns.
- Maintain responsive, high level customer service for participants annually, cultivating personal relationships with top influencers and fundraisers for each event. Grow teams and participant feeder systems.
- Plan, promote and execute 4-8 additional swim, run, and ride training events annually to support event participant recruitment and retention.
- Staff BBC Events outreach tent at strategic athletic events throughout the year.
- Develop and manage a year-long cycle of corporate sponsorship solicitations and in-kind donations to secure event production goods and services, and incentive prizes.
- Manage inventory, deployment, upgrades, and maintenance of all event equipment and supplies housed in BBC facilities in Marion and New Bedford.

- Work with volunteer coordinator to recruit and manage a corps of volunteers to maximize efficiency in event delivery throughout the year.
- Develop and maintain annual events budgets, tracking expenses to deliver successful events at or under budget.
- Attend BBC Annual Meeting, quarterly Engagement Committee meetings, biweekly staff meetings, and other team meetings as needed.
- Other special projects and assignments as directed by VP of Engagement and President.

#### Professional Qualifications:

- Bachelor's degree and at least three years of athletic or fundraising event management experience and project management required. Large scale endurance event experience preferred.
- Excellent marketing, writing, and communications skills. Experience crafting fundraising solicitations, electronic communications, social media campaigns, and marketing collateral preferred.
- Ability to anticipate project needs, determine priorities, and meet deadlines in fast-paced environment.
- Ability to troubleshoot at live athletic events while leading coordination with safety and medical personnel. CPR and first-aid certification preferred.
- Proficiency with Microsoft Office required. Experience in donor database management preferred, particularly with Blackbaud's RaisersEdge and Luminate Online/Team Raiser programs. Graphic design, HTML experience, and Google Analytics a strong plus.

#### Personal Characteristics:

- An enthusiastic commitment to the conservation mission of the Buzzards Bay Coalition.
- Exceptional organizational skills, follow-through, attention to detail, quality orientation, and ability to manage multiple tasks simultaneously, often with tight deadlines.
- An energetic and positive demeanor and demonstrated ability to work easily and effectively with a wide range of people.
- An innovative thinker who is results orientated, has an entrepreneurial attitude, and loves special events, particularly outdoor athletic events.
- Ability to work both independently and in a team environment.
- Willingness to work differing hours and occasional evenings, including 7-9 weekends per year.

#### Physical Requirements:

This position is in an office setting but at times will require physical labor. During events, you must be able to work outside, in some cases during inclement weather, for extended hours at a time. You should also be comfortable lifting at least 30lbs and physically be able to assist in packing, loading, moving and unloading trucks containing event equipment.

#### SALARY/BENEFITS

Highly competitive salary plus benefits including employer contributions towards Health Insurance and 401(k) Retirement plan and access to supplemental benefits.

## EQUAL OPPORTUNITY EMPLOYMENT

The Coalition is an equal opportunity employer and does not discriminate in employment opportunities or practices on the basis of race, color, religion, sex, national origin, ancestry, age, disability, sexual orientation, veteran status or any other characteristic protected by law.

## HOW TO APPLY

Interested applicants should respond by email with a cover letter and resume to Jennifer Downing, Vice President, Engagement, [downing@savebuzzardsbay.org](mailto:downing@savebuzzardsbay.org).