



BOYS & GIRLS CLUB OF FREDERICK COUNTY

TITLE: Director of Special Events (Part Time)

PERFORMANCE PROFILE SOURCE: Executive Professional

DEPARTMENT: Development

REPORTS TO: Executive Director

FLSA STATUS: Exempt Non-Exempt

PRIMARY FUNCTION:

The Director of Special Events is responsible for developing and managing major internal and external annual fundraising events for Boys & Girls Club of Frederick County. Key responsibilities include planning and analyzing cost-effective events, specifically Tour de Frederick and the annual golf event, setting revenue goals, forming relationships with and soliciting event sponsor and donors, and coordinating and managing sponsors, contractors, vendors, employees and volunteers.

SPECIFIC RESPONSIBILITIES:

1. Plan and produce Tour de Frederick, Golf Tournament and other events in conjunction with committee, if applicable; includes marketing, securing sponsorship, planning and coordinating all aspects of event logistics and detail.
2. Prepare and monitor budget reports to analyze the cost-efficiency of internal and external events.
3. Research and implement new opportunities through events and marketing to raise revenue and increase awareness of our services.
4. Identify, cultivate and solicit cash and in-kind sponsorships from individual donors, businesses and corporations, as appropriate, and in coordination with Director of Development, staff, and Board Members.
5. Select, hire, manage, and direct contractors, vendors, and volunteers as needed.
6. Further develop an integrated marketing campaign for Boys & Girls Club of Frederick County, working with Director of Development, to increase revenue and awareness.
7. Develop event promotion and publicity programs with Director of Development.
8. Ensure design and development of public relations documents for use in the promotion of fund raising, and education of the public, including press releases.
9. Ensure the development and distribution of marketing documents.

