

Liberty Hospital Foundation

DIRECTOR OF EVENTS & MARKETING

Last Modified: 9/6/2022

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| **JOB DESCRIPTION** |

* Position Title:
	+ Director of Development
* FLSA Classification:
	+ Exempt
* Reporting Relationship:
	+ Executive Director, Foundation
* Physical Demands Category:

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| **Summary** |

* In collaboration with the Foundation Executive Director, the Director of Events & Marketing is responsible for organizing and executing major internal and external fundraising events for the Liberty Hospital Foundation as well as designing and implementing comprehensive marketing strategies to create awareness of the Liberty Hospital Foundations community standing. Key responsibilities include identifying and securing resources and sponsorship, working with vendors, determining logistics, cost analysis, digital and print marketing strategy, communication operations, social media, and all marketing/communication related tasks.

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| **Required Qualifications** |

* Education/Training:
	+ Bachelor's Degree in Business, Marketing, or equivalent combination of education and work experience.
* Experience:
	+ Three (3) years' experience in coordination of large events and marketing; experience creating and working within a budget; demonstrated proficiency with Microsoft Word, Excel, PowerPoint; public speaking experience

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| **Preferred Qualifications** |

* Education/Training:
	+ Masters in Marketing and Bachelor's Degree in Business, Marketing, or equivalent combination of education and work experience.
* Experience:
	+ Five to seven (5-7) years' experience coordinating events in a corporate setting; experience working within a non-profit setting; experience working with media and public relations

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| **Essential Functions** |

* Develop a calendar of events for the Liberty Hospital Foundation
* Implement comprehensive marketing and communications strategy and improve community awareness.
* Cultivate and produce marketing materials in digital and print to advance the Foundations mission and vision
* Serve as the creative director and bring new fresh marketing ideas to the Foundation team
* Market, manage, and facilitate annual Foundation events (i.e. Twilight Event, Golf Tournament, Employee Giving Campaign, etc.)
* Create event timelines to organize special events
* Form relationships with potential donors and solicit event sponsorship
* Select, direct, and manage contractors, vendors and volunteers for special events and negotiate special non-
* Develop event promotion and publicity programs
* Coordinate event logistics including transportation, parking, refreshing, and emergency support
* Supervise volunteer event staff
* Oversee the management of, and communication with fundraising event committees
* Prepare and monitor budget reports to analyze the cost-efficiency of event
* Research and implement best practices regarding fundraising events
* Support the Executive Director, Foundation in the maintenance of a donor database
* In coordination with the Executive Director, identify, cultivate, and solicit cash and in-kind sponsorship from individual donors, businesses, and corporations as appropriate
* Assist with and support all Foundation programs and projects

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| **Disclaimer** |

* The above information on this description has been designed to indicate the general nature and level of work performed by employees within the position. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this position. Each employee will be sensitive to population specific needs in the execution of their role.

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| **PERFORMANCE REVIEW** |

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| **DEFINITION OF RATINGS** |

* **EXCEPTIONAL:** Employee exceeds expectations by stepping well beyond the scope of their position description to deliver change to the department, unit, or organization. The individual is an exceptional employee who achieves an unusually high level of performance relative to all assignments and objectives. The exception is that this rating should reflect performance in the top 5% of all performers.
* **ADVANCED:** The employee is a critical member of the team with performance that is consistently above established expectations. The employee seeks improvement of self, office practices, team, and/or department. The individual goes above and beyond what is expected to contribute to the success of the department or unit.
* **SOLID:** The employee fully meets the established job expectations and is a reliable and solid performer. The employee generally performs well and requires little guidance. The individual demonstrates initiative to meet the goals and objectives of the position.
* **DEVELOPING:** The employee meets some of the job expectations, but not all. The individual requires support and direction to complete assignments. The employee generally performs at a minimum level of effort and improvement is needed to fully meet expectations. This rating may be given to a new (or new to the position) employee who has yet to learn or master a specific skill. In this latter case, the rating reflects the employee's time in the position.
* **UNSATISFACTORY:** The employee's performance generally fails to meet the established expectations or requires frequent supervision and/or the redoing of work. The individual is not performing at the level expected. Unacceptable job performance is due to the employee's lack of knowledge, skill or effort.

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| **JOB-SPECIFIC PERFORMANCE** |

* **Essential Functions:** Demonstrates the essential functions of their position.
* **Job Skills and Knowledge:** Possess the required skills, knowledge, and abilities to competently perform the job; is knowledgeable of best practices in their field

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| **COMPETENCIES** |

* **Work Quality:** Demonstrates a commitment to quality by taking pride in one's work, striving for excellence and delivering the best possible results. Completes work assignments thoroughly and in an accurate, prompt, and organized manner. Identifies and corrects errors. Pays attention to detail. Looks for opportunities to improved outcomes and generates ideas for building process efficiencies. Utilizes feedback to improve work and builds on previous learnings. Welcomes constructive feedback and monitors own work to ensure quality.
* **Initiative:** Contributes fresh ideas to provide solutions to the work in one's role or beyond, where relevant. Identifies ways to stay current in one's role and to meet organizational needs. Uses sound judgment to develop new insights into situations and applies different and novel solutions to make improvements. Utilizes analytical and conceptual abilities to formulate a practical plan with positive impact. This competency is focused on turning ideas into action. Thinks beyond the immediate imperative to the future. Challenges norms with innovative thinking and approaches.
* **Communication:** Demonstrates clear, timely, and consistent speaking, listening and written communications. Listens and seeks clarification and responds clearly to questions. Listens actively and communicates to others to build trusting relationships. Written communication is clear, grammatically correct, effective and relative to the needs and scope for one's role. Relates effectively to all levels of the organization. Fosters connections and a collaborative approach.
* **Dependability:** Reports to work regularly, on time and is accountable during the workday. Cooperates and interacts with employees inside and outside of the work unit contributing to improved operations. Aligns individual efforts with organizational and unit goals. Takes ownership of work and is accountable for outcomes. Is aware of and follows policies and procedures. Establishes trust and respect by following through on commitments. Completes tasks and assignments with minimal supervision. Committed to meeting deadlines.
* **Inclusiveness:** Actively creates and supports an inclusive and equitable workplace by embedding diversity into all aspects of the workplace. This may include policies, procedures, training, mission, values, goals, unit climate and culture, interactions with colleagues, co-workers, patients and visitors, leadership practices, programming, hiring, marketing, evaluation, promotion, and other workplace dimensions.

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| **COMPLIANCE WITH REQUIREMENTS** |

* Employee has complied with the following requirements while also meeting deadline(s):
	+ **Required Licensure**
	+ **Required Certification(s)**
	(if "Yes" enter the certification name and expiration date in the comment box provided)
	+ **Annual Education**
	+ **Employee Health Requirements**
	+ **Annual Competency Review**

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| **PAY RANGE & BENEFITS** |

The pay range for this position is $70,000 to $80,000 annually, paid bi-weekly.

* At Liberty Hospital Foundation, your benefits start the first of the month following your first day of employment, and we pay the majority if not all the cost of your essential benefits. Whether you are looking for health, vision and dental insurance or a flexible healthcare spending account, we have you covered. Additional benefits can include a retirement plan, educational assistance, extended illness and short/long-term disability coverage, life insurance, paid days off, employee assistance program, as well as FMLA, personal and military leave options.
* View the benefits package here: <https://www.libertyhospital.org/careers/benefits/>