



POSITION ANNOUNCEMENT

Position: Assistant Director, Events
Status: Full Time, Exempt
Location: Wilshire Office

GENERAL SUMMARY:

High-energy, strategic, team-oriented individual responsible for providing vision and leadership to Alzheimer's Los Angeles's events including the annual walk4ALZ® events, major donor events, as well as other organization events. ALZLA events will engage, cultivate, and inspire participants toward supporting the organization. Through both staff and volunteer supervision, this position helps create and guide the future direction of these events focusing on growth potential, analytics, trends, and opportunities for success. Individual will provide necessary leadership, motivation, and support to identify new event opportunities in addition to developing and executing effective cultivation and solicitation strategies for building corporate sponsorships.

Essential Job Functions:

- Creates and implements a comprehensive strategy and year-round engagement for walk4ALZ®
- Collaborates with Senior Director on event production and corporate sponsorship sales and renewals for the annual major donor event "An Unforgettable Evening"
- Oversees and supports the production, revenue generation, and corporate sponsorship solicitation for other organization events
- Assesses and analyzes mass market trends making recommendations for revenue and participant expansion/growth and for event trends relevant to ALZLA's market(s).
- Partners with program staff on both fundraising and non-fundraising events to provide logistics and production guidance and support
- Drives relationship management of corporate donors, for both sponsorship and direct program and/or organization support
- Personally, and in partnership with the manager of events and other staff/volunteers, identifies and secures event sponsors
- Prepares and presents strategy documents and progress reports
- Establishes and maintains event budgets (income and expenses) for all events, with some exceptions including, but not limited to, "An Unforgettable Evening"
- Recruits, engages, and motivates volunteer committee chairs and committee members overseeing their activities to maximize opportunities and revenue
- Works with event managers and program staff to identify and expand corporate walk4ALZ® teams
- Directs and supervises Walk and event staff and volunteers
- Collaborates with VP of Marketing and marketing team on event marketing, communications activities, community outreach and other activities that maximize

goal achievement; including but not limited to event-related print, web, and digital materials

- Drafts communications and facilitates accurate and timely flow of information among constituents
- Ensures database/systems capture all event attendees, sponsors, and other relevant information
- Demonstrates high levels of professionalism
- Supports directly or indirectly all ALZLA programmatic and fundraising activities
- Serves as an ambassador in the community, effectively promoting ALZLA programs and initiatives
- Other duties as assigned

Qualifications, Skills, and Experience Required

- Minimum of five years' experience in managing mass market events
- Proven track record raising funds through sponsored and volunteer executed events
- Successful experience building volunteer momentum around cause related activities
- Experience developing and monitoring event budgets
- Proficiency with Microsoft office applications, especially word and excel
- High level of integrity, diplomacy, and initiative
- Bachelor's degree in sales, marketing, or a related field desired
- Experience using fundraising or other database software a big plus
- Ability to prioritize, organize and manage multiple tasks
- Ability to analyze information and make timely, appropriate decisions
- Ability to work effectively with volunteers, staff and external contacts to build and maintain successful relationships
- Ability to communicate effectively in person, in writing and verbally to a variety of audiences, as well as to work effectively with diverse populations

Send cover letter, including salary requirements, and resume to:

Alzheimer's Los Angeles
Attn: Human Resources
4221 Wilshire Blvd., Suite 400
Los Angeles, CA 90010
E-mail: alzlajob@gmail.com
(Word attachments only: Include the job title in the subject line)
Fax: 323-938-1036

Alzheimer's Los Angeles (ALZLA) offers a competitive salary + benefits. ALZLA is an M/F, Disabled, and Vet EEO/AA Employer.

