



JOB DESCRIPTION

Position:

Regional Development Manager

Summary:

The Regional Development Manager handles all aspects of a region's revenue plan. The portfolio management plan will primarily be focused on events like our National Signature Events (e.g., *Walk to Defeat ALS*®), Distinguished Events (e.g., Galas, Golf Tournaments, etc.), Team Challenge events (e.g., *Ride to Defeat ALS*®) along with a local Major Gifts and Corporate Partnerships portfolio. The region this position will manage is the central Florida area. The successful candidate must live within the region they serve.

The ALS Association Florida Chapter regional revenue portfolios and all other fundraising initiatives are organized to achieve budgeted annual revenue targets.

The Florida Chapter's FY22 event portfolio includes 18 events around the state which include *Walk to Defeat ALS* events that take place in eleven locations, 4 CEO Soaks, 1 Gala, 1 Golf Tournament and 1 Ride to Defeat ALS generating vital proceeds for patient care and comfort, as well as research for treatments and a cure. Therefore, the successful candidate must be experienced in all aspects of fundraising including Peer-to-Peer fundraising and event management.

Location: Central Florida

Reports to VP of Development

PRIMARY ROLE AND RESPONSIBILITIES

Growth and Development:

- Focus is on developing and growing new and existing events, including teams, team captains, individual walkers, and corporate teams.
- Additionally, focusing on developing and cultivating a Major Gifts and Corporate Partnership portfolio outside of sponsorship in other events.
- Advance donor solicitation and stewardship activities.
- Responsible for the management and financial development for events in a designated region.

Sponsorship:

- Use all tools available to continually network to identify, recruit and secure sponsorship income for events in the designated region.
- Create and conduct individual and corporate recruitment presentations to secure corporate teams and sponsorship dollars.

Recruitment:

- Responsible for recruiting and building strong *Walk* teams and committees to secure maximum income growth – while supporting committees with a Volunteer-Led and Staff-Supported culture
- Serve as the point of contact for all forms of communication for participants, team captains, corporate sponsors, committee chairs, volunteers, and community leaders.
- Network to identify, recruit, cultivate, and retain new and existing Community Partner Events (e.g. wrap-around events and 3rd party events).
- Create and implement the annual stewardship and acknowledgement plan for Community Partner Events, and/or other endurance events.
- Manage tracking system for the region's events for reporting and fulfillment purposes.

Marketing and Communication:

- Work in conjunction with the Marketing and Communications Manager to help execute all marketing communication efforts relating to local and community events in respective region. These communications can include television and radio interviews, print communications, and social media.

Overall Planning and Project Management:

- Participate in the planning of long-term and short-term development strategies to solicit funds and meet fundraising targets for the events in the designated region.
- Work with Vice President of Development, *Walk*, and all other event committees to create budgets for each event in assigned region. Operate within set budgetary guidelines.
- Establish projected income goals, develop, and implement plans and strategies for meeting income goals for each event in the designated region.
- The plan will include a timeline for each *event* "season," and must include deadlines, sponsorship inclusion, material ordering, mailings, etc.
- Network to identify overall market potential to implement new event markets in the region through recruitment of event volunteers, volunteer groups, and committees.
- Coordinate all aspects of implementing best practices for the designated events in the region.
- Coordinate and manage committee meetings, kick-off events, post event celebrations, and all other related activities in the assigned region.
- Required to plan and execute annual awareness luncheon. Strategically identify corporations and local businesses with the intent to introduce ALS and the Florida Chapter to secure community support.
- Outreach to secure in-kind donations for events in the region.

Volunteer Management:

- Recruit and identify volunteers in your region to ensure strong committees, Chairs, and event support.
- Work to provide volunteers with clear, concise objectives, expectations, job descriptions, and goals to ensure successful events.

Regional Partnership:

- Each Regional Development Manager is matched with one or two Regional Program Managers.
- This partnership should be cultivated through monthly or bi-monthly one on ones together.
- Attendance of one Clinic Day and one Support Group meeting per quarter in a region.
- Support Annual Hope & Help Symposium through recruiting sponsorships and/or vendor booths for event.

Reporting:

- Pull and prepare reports to collect and analyze data for reporting purposes. Reporting provides needed data for events, committee meetings, leadership, etc.
- Prepare agendas, minutes, presentations, proposals, and reports using Excel, Word, PowerPoint, and Publisher.

Administrative Functions:

- Maintain explicit database notes to ensure all donor and vendor contact information is accurate for follow-up and development purposes.
- Ensure all materials provided and utilized are in accordance with National and Chapter policy and best practices.
- Administrative filing and retrieval of records.
- Must have impeccable grammar, able to proofread, is detail oriented, able to format letters, agendas, and reports using Microsoft Office programs, specifically Excel, Word, PowerPoint, and Publisher.
- Manage tracking tools and spreadsheets.
- Prepare and update necessary materials as needed to ensure all sponsorship logos and information are included as required to guarantee accurate sponsor fulfillment.
- Responsible for updating, ordering, maintaining, and distributing all materials for *Walk*, endurance, and all other fundraising events in designated region.
- Other duties as assigned.

Qualifications and Key Skills:

- College degree or the equivalent combination of education and work experience.
- 3 – 5 year's progressive experience in all fundraising methods including but not limited to Peer to Peer. A proven track record of fundraising success is required.
- Management of special events required, preferably walk event experience.
- Experience with volunteer management.

- Commitment to accuracy, highly organized, excellent attention to detail, highly efficient and conscientious with thorough follow-up. Impeccable spelling, grammar, and punctuation skills.
- Skilled communicator, with superior interpersonal, verbal, and written skills.
- Able to handle confidential information and maintain high confidentiality.
- High degree of initiative, self-motivated, and resourceful.
- Ability to work under, and comply with, continuous and multiple deadlines and evolving priorities.
- Possess ability to follow through with commitments.
- Team player who enjoys interaction with professionals, peers, volunteers, and those served by the organization.

Mandatory Requirements:

- Must be comfortable with public speaking.
- Experience with Word, Excel, and PowerPoint; intermediate level preferred. Publisher experience desired.
- Professional, tactful, react well under pressure, mature work attitude, reliable, resourceful, and respectful to others. Personable, yet professional and confidential.
- Must comply with mandatory dress code.
- Willing and able to commit to a minimum of 45% travel in designated region to steward constituents and identify new teams, sponsors, and volunteers.
- Must have and maintain a valid driver's license and a good driving record.
- Must maintain insurance on a vehicle driven for business purposes.
- Must pass a satisfactory background check, drug test, and motor vehicle record check.
- Able and willing to travel within the state of Florida. May require occasional travel outside of Florida for regional or national meetings.
- Willing and able to drive a cargo van or car within the state of Florida.

PHYSICAL DEMANDS AND WORK ENVIRONMENT:

- Employee must occasionally lift and/or move items, typically no more than 50 pounds.
- Frequently required to stand.
- Frequently required to walk.
- Frequently required to sit.
- Occasionally required to climb, balance, bend, stoop, kneel or crawl.
- Occasional exposure to outside weather conditions.
- While performing the duties of this job, the noise level in the work environment is usually moderate but may be louder during events.

The above statements are intended to describe the general nature and level of work being performed by most people assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and requirements.