



JOB DESCRIPTION

TITLE: Director, National Events

DATE: May 2017

DEPARTMENT: Events

SUPERVISOR: Chief Brand Officer

SUMMARY:

Founded in 1962, the Marine Corps Scholarship Foundation is the nation's oldest and largest provider of need-based scholarships to military children. With scholarship recipients in all 50 states and an annual award output in the millions of dollars, the Foundation's historic success has long been rooted in an active community of donors, volunteers, Marines and their families coast to coast. Today, the scholarship Foundation's mission and the events that anchor it continue to grow at an exciting pace with an increasingly national focus.

With more than 40 events nationwide, positioned for a diverse array of markets, functions and audiences, the Marine Corps Scholarship Foundation's portfolio of branded events and functions are designed to increase mission support, brand awareness, and fundraising revenue among key constituent segments.

In an increasingly competitive donor environment these regional events demand increased synergy and strategic guidance to fully leverage the Foundation's growing national profile and increasing mission demand. The Scholarship Foundation is seeking a seasoned and energetic event professional to provide comprehensive management to these events and establish a national framework for events in local, regional and national markets.

The Director of National Events will be responsible for the strategy, direction, planning and execution of all Marine Corps Scholarship Foundation national events and will work in close collaboration with the Foundation's professional staff to support and manage a network of volunteers, local committee members and vendors where necessary, to further leverage events as a platform for established organization brand, revenue and operational goals.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Oversee full-cycle event planning for a wide variety of high-profile Scholarship Foundation events including but not limited to identifying event goals, objectives and requirements, site/vendor selection and management, promotion/marketing strategies, event implementation, and post-event evaluation.

- In coordination with cross-departmental leadership, develop and implement short and long-term event strategies to enhance their role as an efficient and effective platform for brand activation and revenue goals.
- Evaluate and assess events in three areas (financial performance, brand awareness and investor relations) while establishing reporting standards and schedules for each.
- Develop and implement organization-wide event standards, processes and procedures.
- Coordinate and maintain relations with HQMC for military support (Military Guest of Honor, Color Guard and Band support).
- Oversee creation and management of event budgets and procurement practices.
- Experience in negotiating effectively and soliciting contractual agreements for all vendors and services.
- Lead, manage and mentor event staff.
- Manage and, when necessary streamline, a complex network of event consultants, vendors and pro bono support.
- Maintain event registration lists, project plans, databases and attendee communications.
- Ensure timely execution of key deliverable, briefings and support materials.
- Build and maintain event databases and project sites.
- Partner with committees to ensure that all event needs are proactively managed, seamlessly integrating with the National team objectives and timelines.
- Other duties as assigned.

REQUIRED EDUCATION AND/OR EXPERIENCE:

- Bachelor's Degree. **CMP/CSEP preferred.**
- 10+ years progressively responsible work experience, including 5+ years in a supervisory capacity, in an event planning/management role, preferably managing events or programs with 500+ and/or VIP attendees, or budgets of \$4 million.

DESIRED SKILLS AND ABILITIES

- Relevant experience in a non-profit, military, multicultural and/or global organization preferred.
- Working knowledge of meetings/events management industry best practices, standards and ethics.
- Demonstrated ability to lead high-performing teams to meet its goals. Ability to achieve desired results while working collaboratively in a team environment.
- Strong interpersonal and problem-solving skills.
- Ability to motivate the Foundation leadership, vendors and volunteers, the general public and military audiences at a variety of levels with integrity and professionalism.
- Demonstrated ability to exercise sound judgment s.
- Ability to handle confidential information with tact and poise.
- Working knowledge of basic business and accounting functions including project management and budgeting.

- Demonstrated initiative/self-motivation, with the ability to quickly and easily adapt to changing organizational needs.
- Exceptional organizational, communications, computer and writing skills.
- Must be detail oriented, people person, able to prioritize tasks and able to work under pressure with multiple deadlines.
Superior project management skills and ability to manage multiple simultaneous fundraising initiatives.
- Proficiency using event technology. Working knowledge of various software, applications, and programs including but not limited to Microsoft Office Suite. Experience in Raisers Edge applications or other fundraising database platforms.
- Must be a strong advocate of the Scholarship Foundation's mission to Honor Marines by Educating Their Children.

WORKING CONDITIONS

- Working conditions are in a standard office environment and will require interaction at events (galas, golf tournaments, etc.).
- Duties require occasional lifting/carrying items (up to 50 lbs.), pulling/pushing items, stooping, kneeling, and crouching.
- This position requires evening and weekend hours to plan, execute and attend events, in addition to the regular commitment of standard office hours.
- Ability to travel up to 25% of the time.

Interested candidates should submit their resumes to employment@mcsf.org.