



JOB POSTING

Events & Digital Media Manager

The Aliveness Project is a thriving non-profit organization dedicated to supporting stability of health and wellness for people living with HIV/AIDS in Minnesota. Founded 30 years ago, Aliveness provides important supportive services such as emergency food shelf, hot meals, case management, integrative therapies, and HIV prevention outreach/programming. In addition, Aliveness provides a physical space for people impacted by HIV to participate in educational programming, build skills and create community. We have a dynamic, mission driven staff, an atmosphere of learning and fun, and a dedication to providing a positive experience for all who walk through our doors.

Title: Events & Digital Media Manager

Reports to: Development Director

Purpose: The Events & Digital Media Manager is responsible for the planning and implementation of Aliveness Project and third party fundraising events including Dining Out For Life. This position will also implement The Aliveness Project's digital media communications strategy.

Hours: 40 hours per week with flexibility to work evenings and weekends

Salary: \$34,000 - \$38,000 annually depending on previous experience. Benefits include health insurance, retirement match, holidays, and Paid Time Off (PTO).

Responsibilities include:

1. Plan and implement Aliveness Project fundraising and cultivation events including logistics, public relations, advertising and collateral material design, distribution of publicity materials, and staffing event committees.
2. Manage budgets for Aliveness Project events
3. Work with volunteer manager to develop volunteer plan for Aliveness Project and third party events
4. Assist the Development Director in cultivation and expansion of event sponsorships and corporate partnerships
5. Identify community partners and organize and support donation drives for the Food Shelf and Holiday Gift Program

6. Recruit and engage organizations and individuals to host third party events on behalf of The Aliveness Project. Maintain third party event agreements and provide support as specified in the agreement.
7. Evaluate all aspects of events (including Aliveness Project and third party events) to ensure effectiveness and recommend/implement changes as appropriate.
8. Execute digital media communications strategy using multiple communications channels including Twitter, Instagram, Facebook, WordPress, and Constant Contact/MailChimp.
9. Work with printers to produce collateral materials including agency flyers, brochures, displays as well as business cards and nametags
10. Actively participate in committees as necessary and appropriate
11. Other duties, as assigned.

Education and Experience:

B.A. or 2-year degree or a minimum of 5 years of related work experience required. Prefer 2-4 years of experience in a paid special events position.

Knowledge, Skills and Abilities:

1. Professional with a passion for the work of The Aliveness Project, and the ability to inspire others to get involved and stay involved with mission driven efforts.
2. Demonstrated events leadership and evaluation/measurement skills.
3. Strong attention to detail, organizational skills, creative thinking, and a passion for events and creating a high quality guest experience.
4. Proficiency in Microsoft Windows/Office software including Word, Excel, and Outlook.
5. Ability to generate, edit, publish and share daily content on digital media that builds meaningful connections and encourages community members to take action. Working knowledge in multiple social media platforms, website platforms, Canva, and MailChimp / Constant Contact preferred.
6. Ability to develop and manage budgets.
7. Self-starter with the ability to manage, prioritize, and complete multiple tasks who responds quickly and thoughtfully to shifts in work.
8. Ability to manage stress in a proactive manner.
9. Ability to work effectively with co-workers as a team.

To apply, please submit resume with cover letter by 3 p.m. on Friday, May 22, 2018 to jenniferd@aliveness.org or Attn: Jennifer Dieter, The Aliveness Project, 3808 Nicollet Ave, Minneapolis, MN 55409.