



## THE ALIVENESS PROJECT POSITION DESCRIPTION

### Events Manager

The Aliveness Project is a community center for people living with HIV. We serve around 1,500 folks annually, the majority of whom are low-income. The mission of the Aliveness Project is to support people living with and at greatest risk of HIV to access transformative resources that lead to healthy, self-directed lives. We work to achieve our mission by ensuring our members have access to:

- Basic needs: We provide daily meals and a food shelf, while our Case Management team helps provide access to healthcare, housing, and mental health services.
- Community: Our community center model provides a safe and supportive place for members to gather and build community. Anyone living with HIV can become a member, and members can access all of our services for free.
- Prevention: We provide targeted outreach to communities disproportionately affected by HIV through awareness, testing, and distribution of pre-exposure prophylaxis (PrEP).

**Aliveness Project is an equal opportunity employer and is committed to building and maintaining a diverse staff that is representative of the communities we serve and live in. People of color, LGBTQ-identified individuals, and people from the local community are strongly encouraged to apply.**

**Position Summary:** The primary goal of the Events Manager position is to support our External Relations department in achieving our fundraising and communications/marketing goals by leading the planning and implementation of our fundraising events. This position will be a part of the External Relations Department, which currently consists of an External Relations Director, Development Manager, and Development & Communications Associate. This position will plan and implement Dining Out For Life, Red Ribbon Ride, and support other events including the Red Undie Run and Holiday Gift Program.

**Position responsibilities include, but are not limited to:**

- 1. Lead the Planning and Implementation of Dining Out For Life (DOFL)**
  - a. Manage all event logistics, restaurant recruitment, earned media, and print materials to ensure a successful event
  - b. Work with Development Manager to manage social media channels and posting content related to DOFL
  - c. Work with contract graphic designer to create advertising and marketing collateral and event promotion
  - d. Work with our contract web designer to create and maintain an engaging and informative website
  - e. Assist the External Relations Director in securing event sponsorships, stewarding restaurant relationships, and event budgets
  - f. Create press releases and coordinate with media contacts around event promotion
  - g. Create and distribute DOFL print mailings and eblasts
  - h. Collaborate with the Development Manager to ensure adequate number of Ambassadors
  - i. Respond to questions/concerns from the community in a professional and timely manner

*The Aliveness Project is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment regardless of race, color, creed, religion, national origin, gender, disability, marital status, or status with regard to public assistance.*

- j. Conduct pre- and post-event analysis to ensure effectiveness and recommend/implement changes as appropriate
- 2. Lead the Planning and Implementation of the Red Ribbon Ride (RRR)**
- a. Manage all event logistics, Rider recruitment, earned media, and print materials to ensure a successful event
  - b. Work with Development Manager to manage social media channels and posting related to RRR
  - c. Work with contract graphic designer to create advertising and marketing collateral and event promotion
  - d. Work with our contract web designer to create and maintain an engaging and informative website
  - e. Assist the External Relations Director in securing event sponsorships, stewarding Rider relationships, and event budgets
  - f. Create press releases and coordinate with media contacts around event promotion
  - g. Create and distribute RRR print mailings and eblasts
  - h. Collaborate with the Development Manager to ensure adequate number of Crew
  - i. Respond to questions/concerns from the community in a professional and timely manner
  - j. Conduct pre- and post-event analysis to ensure effectiveness and recommend/implement changes as appropriate
- 3. Support other in-house and third party events**
- a. Work with the External Relations Director to plan and implement the Red Undie Run
  - b. Support the Development Manager in planning and implementing the Holiday Gift Program
  - c. Support the External Relations team in putting on smaller events, such as participating in Twin Cities Pride and coordinating our annual member meeting

### **Qualifications & Skills**

- Possess a high school diploma or GED equivalent.
- Proven experience as event coordinator
- Demonstrates cultural competency and ability to relate to people living with HIV/AIDS, gay/bisexual men, trans individuals, as well as individuals from diverse socio-cultural and socioeconomic backgrounds.
- Possess a valid driver's license, insurable driving record, and access to a personal vehicle for work-related activities.
- This position may require attending events that are adult-themed, and of a sexual nature, as well as events where alcohol is served. Applicants must be comfortable with promoting events in such environments.
- Proficiency in Microsoft Office applications and other computer applications required.
- Ability to contribute effectively as a member of a team and to work independently with a high level of productivity.
- Excellent vendor management skills
- Well-organized with multi-tasking skills
- Problem-solving ability and able to handle stress and remain calm
- Degree in hospitality management, public relations or relevant field is preferred



**Reporting Relationship:** This position reports to the Director of Development

**Compensation:** Salary range is \$45,000 – \$52,000, depending on experience. Benefits include health insurance, holidays and Paid Time Off (PTO) and 3% employer matched 401K. Benefits include medical insurance, dental insurance, vision insurance, life insurance, long-term disability insurance and free lunch.

**To Apply:** Send resume and cover letter in a single Word or PDF document to [ddegnan@kariskinnovation.com](mailto:ddegnan@kariskinnovation.com) No faxed or mailed materials.

**Vaccination Requirement:** Aliveness Project requires all employees to be fully vaccinated and boosted against the COVID-19 virus. All new employees are required to be either fully vaccinated, receive their first dose, or receive any recommended booster shots within 2 weeks of hire. Exceptions may be made for medical reasons and/or genuinely held religious beliefs.