Title: Development Manager, Special Events
Reports To: Executive Director
Location: Madison, Wisconsin
Employment Status: Full-Time
FLSA Code: Exempt
Salary & Benefits: Competitive Salary

Position Summary

The Development Manager, Special Events is responsible for developing and executing effective fundraising, donor recruitment and development strategies for the Affiliate in the Madison area.

This position requires an ability to build strong relationships with event sponsors, participants, vendors and volunteers. This individual is committed to the Susan G Komen mission and will be instrumental in growing revenue for special events across south central Wisconsin.

Duties and Responsibilities

• Responsible for peer to peer fundraising, donor recruitment, cultivation and activation, leading Komen’s events (More Than Pink Walk, BigWigs, Third Party) and meeting the revenue goals in the Madison market.
• Implements best practices for event revenue growth, drives and encourages creativity and innovation in securing new sponsorships for the More Than Pink Walk and BigWigs.
• Generate revenue and maximize return on investment from peer to peer events.
• Monitors financial expenditures and progress against budget and takes appropriate measures to meet top line and bottom line goals ensuring a high ROI in meeting revenue targets.
• Engages, recruits, trains and manages relationships with community volunteers to ensure successful events execution (More Than Pink Walk, Big Wigs, Third Party and Cause Marketing events).
• Manage volunteers and interns to ensure successful events execution.
• Engages the community to drive increased event participation, including event committee, teams, team members, sponsors, those impacted by breast cancer and youth.
• Promote Komen’s mission, bold goal and key initiatives.
• Leverages opportunities to engage constituents from corporate sponsors, Komen Wisconsin Breast Cancer Assistance fund recipients, Metastatic Breast Cancer conference attendees and community partners through event sponsorship and participation.
• Utilizes tracking systems such as Convio and Salesforce to maximize data analysis to drive strategy and results.
• Facilitates volunteer recruitment, retention and ensures meaningful volunteer recognition for More Than Pink Walk.
• Manage logistics of affiliate events as assigned by Executive Director.
• Comply with Komen HQ’s standards and practices, the Race Agreement, Affiliate Policies, contract expectations and procedures for soliciting vendor bids.
• All other duties as assigned.

Position Qualifications

• Bachelor’s degree required.
Candidate should have a minimum of 4-8 years of directly related work experience in increasingly responsible positions.

Key competencies are: action oriented; attracts top talent; builds networks; customer focused; drives engagement; collaborator; empowers people; ability to work in a diverse team environment; shows resiliency; ability to recruit, train and motivate community based volunteers; strong market, community and constituent perspective; demonstrated ability in handling multiple priorities, project management and deadlines.

- Strong proficiency in Microsoft Office.
- Experience working with organization systems (Convio, Salesforce) a plus.

**Physical Requirements**

- Sitting, standing, bending, stooping, walking
- Repetitive hand motion (such as typing)
- Hearing, listening, seeing, talking, reading
- Lifting up to 40 pounds

**Work Environment**

- Office environment – employees are protected from weather conditions or contaminants, but not necessarily occasional temperature changes.
- Travel: required 2-3 times per month or more depending on time of year
- Work hours: some evening and weekend work

**Internal and External Contacts**

Affiliate Board of Directors
Affiliate Staff
Komen Headquarters Staff
General Public
Volunteers
Survivors
Health Care / Community Health Professionals
Donors, Potential Donors
Public Policy Makers
Grantees
Vendors

**About Susan G. Komen**

Susan G. Komen® is the world’s leading nonprofit breast cancer organization, working to save lives and end breast cancer forever. Komen has an unmatched, comprehensive 360-degree approach to fighting this disease across all fronts and supporting millions of people in the U.S. and in countries worldwide. We advocate for patients, drive research breakthroughs, improve access to high-quality care, offer direct patient support and empower people with trustworthy information. Born out of a promise between two sisters, Susan G. Komen remains committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow’s cures.

**About Komen Wisconsin**

Komen Wisconsin is helping fuel research, advocate for patients and support people facing breast cancer locally through a variety of direct patient-centered services and by collaborating with area providers to remove barriers and connect people to needed care across Wisconsin. For more information, call 414-389-4888 or visit www.komenwisconsin.org.

**For consideration, send a cover letter and resume to:**
Nikki Panico, Executive Director
Nikki@KomenWisconsin.org
Our vision: A world without breast cancer.

Our mission is to save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.

Our Bold Goal: Reduce current number of breast cancer deaths in the U.S. by 50% by 2026.