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**Title:** Manager, Events & Partnerships - 5K Walk/Run Program

**Reports to:** Director, Events & Partnerships

**Department:** Events

**Location:** Norwalk, CT

**Position Overview:** The MMRF Team for Cures 5K Walk/Run Program is a national fundraising program held in 15 cities, includes over 20,000 race participants, and raises close to \$3.5 million annually. The 5K Manager is primarily responsible for assisting in every aspect of the planning and execution of the MMRF Team for Cures 5K Walk/Run Program. This individual is a critical team member who is responsible for managing participant and donor relationships for each 5K event. This includes communication across all areas of the company and ability to coordinate 5K logistics. This position requires attention to detail, strong time management skills, as well as the ability to display leadership while working both individually and with a team. The ability to problem solve will be imperative. Domestic weekend travel is required.

**Essential Functions:**

- Lead and collaborate with team members to ensure successful and positive outcome of each event
- Travel to and work at up to fifteen (15) 5K events which take place on weekends
- Responsible for cultivating, maintaining, and enhancing patient, participant, and donor relationships while serving as a front line point of contact in assisting fundraising efforts.
- High-level coordination with city special events offices, vendors, management, and staff to aid successful execution of 5K events.
- Capable of working in a fast paced, high-pressure, deadline oriented environment with the added ability to multi-task.
- Responsible for event logistics including:
  - Event Management company/vendor/volunteer group interface
  - Manage a \$1M vendor relationship
  - City and Park permit applications/approvals
  - Site planning
  - Financial processes including budgets and vendor payments
  - On-line registration and associated participant/vendor support
  - Manage website creation and updates of all 5K event fundraising pages
  - List events on MMRF website, post all race sites
  - Pre-race relationship management and community preparations
  - Event program details – speech preparation, pre-event program timelines, honorees, etc.
  - Post-race relationship management and communication
  - Inputting all 5K donations and matching gifts
  - Updating all 15 5K team trackers and weekly financial tracker
- Provide impeccable customer service to all event participants and donors. Address incoming questions and email inquiries regarding the on-line fundraising and registration system (Classy), event details and medical inquiries.
- Responsible for all event marketing facets including:
  - Salesforce list creation and pulls for email and direct mailing lists
  - Signage, Save the Dates and additional marketing creative direction



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- Team Email content creation
  - Assist with planning and attend special events (such as a Kick-Off Receptions, Support Group Meetings, 5K Committee Meetings, Clinical Insights).
  - Encourage fundraising and motivate program participants to reach their full potential by providing innovative and fun ways to generate funds.
  - Manage 5K budget and expenses for each event to maximize net revenue. Maintain expense and budget spreadsheets for each race and the overall Race Program.
  - Maintain database of new and past race participants.
  - Work with local sponsors, running clubs and media to help promote the race and obtain additional funding for each race.
  - Perform other related duties as assigned by manager such as researching and/ or staffing outreach, unique duties assigned while working actual events, various in-office tasks, etc.

**Qualifications:**

- Bachelor's Degree required
- At least 3-5 years of previous event coordination experience required.
- Minimum of 3 years of customer service and/or event experience in a high-paced environment, preferably in the area of high-volume, customer relationship management.
- Familiarity with online Fundraising Platforms (Classy preferred)
- Prior experience in fundraising and training for an outdoor athletic event a plus.
- Demonstrate ability to provide leadership, organize fundraising activities effectively, and participate in high-level customer service support.
- Proven ability to deliver high-touch customer service and work with customer relations management (CRM) database systems (e.g., keep contact logs, conversation notes, and implement follow-up flags).
- Strong project management skills, including ability to manage and prioritize projects with multiple and often competing deadlines.
- Proficiency in Microsoft office applications, Excel, Salesforce and fundraising platforms preferred.
- Proficiency in Public Speaking

**Core Customers and Key Relationships:**

- Donors
- Volunteers
- Patients
- Event Participants