Senior Manager, Events & Partnerships (5K Walk/Run)  
Job Description

Title: Senior Manager, Events & Partnerships (5K Walk/Run)  
Reports to: Senior Director, Events and Partnerships  
Department: Events  
Location: Norwalk, CT/Hybrid

MMRF OVERVIEW:

A pioneer in precision medicine, the Multiple Myeloma Research Foundation (MMRF) seeks to find a cure for all multiple myeloma patients by relentlessly pursuing innovations that accelerate the development of precision treatments for cancer. Founded in 1998 by Kathy Giusti, a multiple myeloma patient, and her twin sister Karen Andrews as a 501(c)(3) nonprofit organization, the MMRF has created the business model around cancer—from data to analytics to the clinic. The MMRF identifies barriers and then finds the solutions to overcome them, bringing in the best partners and aligning incentives in the industry to drive better outcomes for patients. Since its inception, the organization has collected thousands of samples and tissues, opened nearly 100 trials, helped bring 13 FDA-approved therapies to market, and built CoMPass, the single largest genomic dataset for any cancer. Today, the MMRF is building on its legacy in genomics and is expanding into immune oncology, as the combination of these two fields will be critical to making precision medicine possible for all patients. The MMRF has raised nearly $500 million and directs nearly 90% of the total funds to research and related programs. To learn more, visit www.themmrf.org.

The mission of the MMRF has always been to provide a cure for each and every patient. We know that multiple myeloma is different in every patient. Our goal is to generate and collect as much patient data as possible and make it available to researchers worldwide, to speed new discoveries and propel new clinical options for myeloma patients into the clinic as quickly as possible.

MMRF Core Values:

At the MMRF our core values define both who we are and how we work together as an organization. We believe in investing in our team and building a culture that will help us pursue our highest level mission to accelerate a cure for each and every multiple myeloma patient. Our five core values are expressed below:

1. **Prioritize Patients** - Patients are at the center of everything we do. Every decision we make is grounded in the needs and best interests of the patients we serve.

2. **Drive Innovation** - We are committed to pursuing big, bold ideas. Taking risks, trying new approaches, and challenging the status quo are necessary to speed new discoveries.

3. **Deliver Solutions** - Taking on complicated challenges is what sets us apart. To deliver results, we must be decisive, take action, and act with urgency on behalf of the myeloma community.

4. **Do It Together** - We know that together, we are stronger. We work cross-functionally with the entire community to achieve our mission and are invested in the success of others.

5. **Build Trust** - We build trust-based relationships. We advocate for each and every myeloma patient by committing to diversity, equity, and inclusion and treating others with respect.

Position Overview: Senior Manager, Events & Partnerships is responsible for providing leadership and direction to Walk/Run team in order to maximize revenues and control expenses. Cultivates relationships with participants, patients and donors and manage every aspect of planning and execution of these events. Spearheads outreach to key constituents andcultivates important relationships within the program. In addition, the position develops and manages participant/team captain recruitment strategy, corporate sponsorship, and high donor portfolio. Responsible for revenue goals Walk/Run Events. The Senior Manager will be responsible for recruiting participants (past, lapsed and new) across the Walk/Run program portfolio. They will cultivate positive relationships with the top participants/teams, volunteer committees, and corporate and community...
Essential Functions:

- Oversee Walk/Run Events and strategy
- Direct Senior Associates to facilitate successful events and maximize revenue for the foundation. This includes a specific budget, timeline, logistics plan, recruitment plan, marketing and sponsorship plan for all events.
- Utilize and educate participants and teams on P2P fundraising techniques to maximize fundraising initiatives.
- Develop and Drive Participation/Team Captain pipeline.
- Develop business plans and strategies to maximize both programs’ revenues and control expenses. Identify and explore new opportunities for programs’ infrastructure, development and support.
- Own relationship with key events to maximize revenues, develop long term, positive relationships, and coordinate registration and event logistics with regard to the MMRF Team for Cures.
- Responsible for the development and expansion of Walk/Run events as well as DIY by evaluating the success of each event and developing growth plans.
- Conduct outreach efforts to key constituents and cultivate important relationships within both programs, while maintaining important information in Salesforce.
- Manage relationship with Vendors to drive revenue and innovation.
- Create new innovative avenues for recruiting participants and team captains inside and outside the organization. Collaborate with Marketing to create a targeted plan for increasing the pipeline of participants.
- Develop Data plan with data driven actions to drive participants and revenue.
- Responsible for developing and executing participant recruitment strategy across portfolio to maximize participant registration and retention.
- Collaborating with the MMRF P2P team this position executes operational plans that focus on acquisition, retention and cultivation of participants.
- Manages and cultivates relationships with teams, top fundraisers, participants, sponsors, & volunteers to facilitate increased registrations and user engagement.
- Increases participant and local corporate partner engagement resulting in growth in registrations and fundraising revenue.

Qualifications:

- Minimum of 5 years leadership experience in a comparable non-profit
- Minimum of 5 years Program Fundraising experience, Walk/Run experience a plus
- Bachelor’s degree preferred
- Demonstrated track record of setting, achieving, and exceeding aggressive goals on a sustainable basis
- Ability to establish and execute strategic plans to drive revenue
- Ability to communicate vision to a team
- Prior event coordinator experience and fundraising successes within a similar industry preferred.
- Successful large-scale events and fundraising experiences.
- Demonstrate ability to provide leadership, organize fundraising activities effectively, and participate in high-level client support.
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- Experience with annual budget process as well as contract and invoicing knowledge
- Proven ability to deliver high-touch customer service and work with customer relations management (CRM) database systems
- Previous Classy, Salesforce and Concur knowledge strongly preferred.
- Experience and ability to present and comfortably speak in public is strongly preferred.
- Strong project management skills, including ability to manage and prioritize projects with multiple and often competing deadlines.
- Flexibility to travel, especially on weekends, a must
- Superb organization skills with high attention to detail.
- Overall technical proficiency in Microsoft office applications required.
- Goal driven, consistently meeting established goals; proven initiative to enact plans
- Proven ability to motivate others to reach common goals