Director of Events and Communications

Location: Birmingham, AL
Position Type: Full-Time, Salaried / Exempt
Status: Regular, At-Will

Position Overview

Children's Harbor is a nonprofit 501(c)(3) organization serving families of seriously ill children with locations in Birmingham and Lake Martin, Alabama.

The Director of Events and Communications plays a pivotal role in advancing the mission of Children's Harbor by providing strategic leadership for the organization's fundraising, stewardship, and community events. Reporting to the Chief Development Officer, this position serves as the primary event director and relationship manager for event donors, sponsors, participants, vendors, and volunteers, with direct responsibility for annual event revenue averaging approximately $600,000–$900,000. These events are well established and include two signature events, two Junior Board events, and three stewardship events.

Serving as a member of the Development and Marketing team, the Director leads event strategy, planning, budgeting, execution, and follow-up while ensuring each experience reflects the mission and standards of Children's Harbor. The role also partners with the Director of Strategic Engagement on event-related communications, marketing collateral, and social media and provides leadership to the Children's Harbor Junior Board and Ambassador volunteer groups.

Please provide examples of previous work if applicable. Please send resumes and cover letters to Lauren Marino at laurenmarino@childrensharbor.com.

Key Responsibilities

Event Management & Fundraising

- Direct the end-to-end strategy, planning, execution, and budgeting for all organizational events.
- Lead efforts to secure and coordinate with other fundraising staff, event sponsorships, solicit individual gifts, and cultivate lasting relationships with event donors, participants, and community stakeholders.
- Serve as the primary relationship officer to meet mutually beneficial event revenue objectives.
- Partner with the CDO to identify, package, and pitch event sponsorship opportunities, and guide volunteer solicitors throughout the process.
- Collaborate with the broader Development Team to ensure alignment with organizational goals and the strategic Development Plan.

Communications & Marketing

- Partner with the Director of Strategic Engagement to coordinate event-related marketing collateral, digital promotion, and social media campaigns across platforms.
- Craft persuasive communications that drive event participation, community engagement, and donor conversion.

Volunteer Leadership & Operations

- Supervise, mentor, and advocate for the Children's Harbor Junior Board and Ambassadors to maximize volunteer engagement and leadership development.

- Recruit, organize, and direct volunteers for event-day operations and promotional initiatives.
- Serve as the primary point of contact for external partners (venues, catering, A/V, equipment rentals, entertainment), managing logistics and ensuring high standards of quality control.
- Proactively oversee event logistics and troubleshoot real-time operational issues before, during, and after events.

Collaboration & Stewardship

- Participate in weekly Development and Marketing meetings and report progress regularly to the CDO and Director of Strategic Engagement.
- Drive ongoing donor and volunteer stewardship aligned with the Development and Marketing plans.
- Travel as needed for meetings, events, and community outreach across the region, and perform other development- and event-related duties as assigned.

Qualifications & Experience

Education: Bachelor's degree preferred; Associate degree with at least 7–10 years of relevant experience accepted.

Experience: Proven track record in event management, fundraising, sales, business development, marketing, or project management. Non-profit experience is a plus.

Technical Skills:

- Proficiency in MS Office and project management tools (e.g., Asana).
- Experience with CRM fundraising software (Blackbaud Raiser's Edge preferred) and donor management systems.
- Familiarity with social media marketing strategies.

Licensure: Valid Alabama driver's license required.

Key Competencies & Skills

- **Leadership & Drive:** Self-motivated with high integrity, strong initiative, and the ability to work independently with minimal supervision.
- **Relationship Building:** Outstanding interpersonal, negotiation, and active-listening skills, with a warm, collaborative approach toward donors, vendors, families, and community partners.
- **Project & Time Management:** Exceptional organizational skills and a proven ability to prioritize, problem-solve, and manage multiple complex projects simultaneously in a fast-paced environment.
- **Communication:** Superior written and verbal communication across diverse audiences, including board members, donors, corporate sponsors, staff, and volunteers.
- **Discretion & Judgment:** Sound judgment and complete confidentiality when handling sensitive donor and organizational information.
- **Mission Alignment:** A compassionate, thorough understanding of the Children's Harbor mission to authentically represent the organization.

Reporting Structure & Scope

Direct Report: Chief Development Officer (CDO).

Collaborative Partners: Director of Strategic Engagement and Senior Director of Donor Engagement.

Supervisory Scope: Event Volunteers, Junior Board, and Ambassadors.

Time Allocation

- **80% — Event Planning, Execution & Follow-Up:** Strategic oversight, vendor coordination, venue logistics, ticket sales, sponsorship outreach, and post-event analysis.
- **20% — Event Communications & Collateral:** Collaboration with Marketing to develop promotional messaging, collateral, social media posts, and visuals.

Compensation & Benefits

Base Salary: Competitive pay commensurate with experience.

Incentive Pay: Annual bonus potential of up to 5%.

Health & Wellness Coverage:

- Blue Cross Blue Shield of Alabama health, dental, and vision insurance (80% employer-covered premium / 20% employee contribution).
- Medical Leave Bank and Employee Assistance Program (EAP).

Paid Time Off & Holidays:

- 25 days of PTO per year (200 hours), increasing incrementally with tenure.
- 12 paid holidays per year.

Financial & Retirement:

- 401(k) retirement plan with employer match up to 5% of compensation.
- Life Insurance policy equals 100% base salary, with optional supplemental employee-paid policies.
- Employer-paid Long-Term Disability coverage equal to 60% of base salary.
- Optional employee-paid Accident and Critical Illness coverage.

Equipment & Stipends:

- Company-provided laptop and monthly cell phone stipend.
- Business mileage reimbursement at the official IRS standard rate.