

Director of Event Engagement

Join a collaborative team of dedicated development and marketing professionals. This is an opportunity to make an impact by raising funds and awareness for disability services. Work closely with the Vice President of Development and other team members to develop and execute high-impact events that strengthen relationships with donors, partners, and the community. Play a primary role in creating experiences that advance our mission to ensure children with disabilities and their families are empowered.

The Director of Event Engagement will lead event strategy, planning, and execution to maximize engagement, fundraising, and awareness with an emphasis on solicitation of new and returning sponsors. The ideal candidate is a creative and strategic thinker, relationship-builder, and experienced event professional passionate about creating meaningful experiences that inspire action.

Under the direction of the Vice President of Development, this position's key responsibilities include but are not limited to:

Event Strategy & Planning

- Develop and execute a comprehensive event engagement strategy aligned with organizational goals.
- Lead the planning and execution of core fundraising events (Benefit Gala, Topgolf Tournament, Bike Ride, 5K Run), donor appreciation events, and other engagement opportunities.
- Identify opportunities to innovate and enhance event experiences to maximize impact and participation.

Event Execution & Management

- Oversee all logistical aspects of events, including venue selection, vendor coordination, contract negotiations, and onsite execution.
- Collaborate with internal teams to ensure seamless event operations, including marketing, communications, development, and programs.
- Develop and manage event budgets, ensuring cost-effectiveness and return on investment.

- Track key event metrics, analyze outcomes, and implement improvements for future events.

Stakeholder Engagement & Fundraising

- Work closely with the development team to integrate fundraising strategies into events and engage donors effectively.
- Actively solicit participation and sponsorship opportunities to grow event revenue.
- Cultivate and manage relationships with sponsors, corporate partners, and community leaders to secure event sponsorships and support. Manage and steward a portfolio of existing individual and corporate partners (30% of the time).
- Serve as the primary point of contact for event committees and board members involved in event planning and execution.

Marketing & Promotion

- Partner with the marketing and communications team to develop event promotional strategies, materials, and outreach campaigns.
- Ensure branding, messaging, and storytelling align with organizational values and mission.
- Generate compelling sponsorship solicitation materials that attract support.
- Utilize digital tools and platforms to enhance event visibility and engagement.

Qualifications & Skills

- Bachelor's degree in event management, nonprofit management, communications, or a related field (or equivalent experience).
- 5+ years of experience in event planning, donor engagement, or fundraising within the nonprofit sector.
- Proven success in planning and executing large-scale fundraising and engagement events.

- Strong leadership and project management skills with the ability to manage multiple priorities.
- Excellent interpersonal and relationship-building skills to develop and maintain positive professional relationships with team members, staff, Board members, volunteers, donors, and Easterseals program participants.
- Strong verbal and written communication skills; ability to translate messages across media and to different audiences.
- Experience working with donor databases, peer-to-peer platforms, and event management software. Proficient in Microsoft Outlook 365. Experience with the Adobe Suite and Canva are a plus.
- Ability to think strategically and creatively while maintaining attention to detail.
- Passion for Easterseals DuPage & Fox Valley's mission and a commitment to disability services.
- Adherence to Easterseals DuPage & Fox Valley Code of Ethics. Comply with all Federal, State and local laws and regulations. Perform work consistent with established Easterseals DuPage & Fox Valley Mission, Values, and Philosophy.

Compensation & Benefits

- Salary range: \$65,000 - \$75,000 (commensurate with experience).
- Comprehensive benefits package including [health insurance, PTO, professional development opportunities, etc.].
- Hybrid work environment.