



EVENTS MANAGER

TITLE: Events Manager

POSITION TYPE: Full-Time Permanent

REPORTS: Chief Executive Officer, CEO

LOCATION: Mississauga

SALARY: \$50,000+

INDUSTRY: Not-for-profit

COMPANY PROFILE

Founded in 2004, Jake's House is a Provincially and Federally funded Canadian charity with a mission to provide meaningful support to families living with autism across the country. Recognizing that more than any other single issue, families dealing with autism need a community, Jake's House is committed to growing a strong network of people who understand and care - a family, determined to provide tangible solutions at every stage of life.

In addition to growing a caring, committed community, Jake's House offers a continuum of structured services to provide practical help today and lasting hope for tomorrow. Through four strategic offerings – social events for the whole family; mentoring programs for youth; employment opportunities for young adults; and housing for the aging population – Jake's House supports individuals on the spectrum throughout their entire lifespans.

Through these events and services, as well as other strategic initiatives, Jake's House strives to empower individuals with autism; offer their caregivers support and respite; raise awareness; share resources; and build a caring community. Jake's House is dedicated to delivering assistance to those who need it right now, while also determined to establish a support system for future generations.

The ideal candidate will be working with a dynamic, fast-growing organization, collaborating with a passionate, dedicated team.

JOB OVERVIEW

Jake's House is seeking a professional Events Manager to lead the planning, development, coordination, execution and completion of a diverse and robust annual event roster. The roster is comprised of events for: fundraising, cultivation, recognition, awareness, community engagement and more, all in support of the Jake's House mission. The ideal candidate will possess strong skills and experience in project management, sales and sponsorship, fundraising, marketing and communications, public speaking, negotiation, and volunteer and stakeholder relations.



KEY RESPONSIBILITIES

Event Management

- Project Manager for all tasks and deliverables in the planning, development, coordination, execution and completion of all Jake's House events, both in-house and Third-Party, including but not limited to:
 - Meeting event objectives, fundraising goals and volunteer requirements
 - Developing and securing sponsorship menus and stakeholder opportunities
 - Collaborating and executing the event concept, design and developing a continuity plan
 - Creating, distributing and tracking Save the Date, invitations, registration, various reports
 - Preparing comprehensive project plans, logistics schedules for pre-, onsite and post-event phases; products/collateral/services tracker for either production or procurement
 - Securing venues and vendors and all associated deliverables and reconciliations
 - Managing event budgets, contracts and service agreements
 - Recruiting/securing and managing sponsors, guests/participants, stakeholders & volunteers
 - Preparing materials and training staff and volunteers for their event roles and responsibilities
- Create, develop and deliver a wide array of communication products/collateral, including but not limited to: professional emails and letters, proposals, pitch decks, presentations, logistics schedules, agendas, speeches/remarks, qualitative and quantitative reports, data tracking documents – raw/analyzed/summarized, training instructions, manuals, registration and donation forms & surveys
- Provide exceptional donor/partner/vendor/stakeholder/volunteer/team member support and service
- Deliver presentations to small and large audiences
- With guidance from the leadership team, develop, support, implement and manage the sales and sponsorship program: leads pipeline - identification, qualification, solicitation, closing; writing proposals, agreements; cold calls, sales pitch, negotiation; tracking, activating deliverables, follow-ups.
- Work in close collaboration with Marketing & Communications team on the strategy for recruitment initiatives for participants, students, volunteers, committee members, Third-Party Fundraising organizations, and other key event stakeholders
- Ensure seamless execution of event logistics by meticulously coordinating every aspect of every event.
- Managing guest lists, liaising with participants to confirm registration, and provide updates and information to them as needed.
- Manage event budgets, ensuring cost-effective planning and resource allocation.
- Implement marketing and promotional strategies to maximize event attendance and impact.
- Utilize social media and other communication channels to engage the community and generate interest in events.
- Monitor and evaluate event success, gathering feedback for continuous improvement, and conduct post event activities such as follow-ups, thank you letters, and summary for websites and blogs.



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- Develop and manage the Third-Party Fundraising Events Program, including but not limited to, identifying, contacting, engaging, soliciting and supporting Third-Party fundraising event partners.
- Build and maintain relationships with sponsors, partners, participants, and donors to ensure their ongoing support.
- Assign volunteers to roles appropriate to their skills, develop and deliver specific role training and prepare thank you letters post-event.
- Stay informed about industry trends and best practices in event planning, fundraising and non-profit engagement.
- Other duties as assigned.

Social Media - Content Creation & Distribution

- Design and/or coordinate the design of graphics, promotional collateral, and event collateral.
- Write social media content.
- Develop and/or coordinate the production of videos and photography at various events or existing programs and workshops.
- Lend support in compiling, writing, and designing informative pieces, such as newsletters, program toolkits and annual reports.
- Review and summarize analytics and make recommendations.
- Other duties as assigned.

REQUIRED QUALIFICATIONS

- Bachelor's degree in Business, Marketing & Communications, Arts or related field.
- Diploma or Post-Grad certificate in Event +/- Fundraising Event Management, Marketing +/- Communications, or a related field.
- Proven track record (3+ years) in event planning, coordination, execution, and completion - preferably within the charitable sector.
- Exceptional skills in project management, prioritization and results-driven performance.
- Exceptional Communication skills: oral (leading meetings, stakeholder support, presentations, public speaking) written (professional emails and letters, proposals, pitch decks, presentations, logistics schedules, agendas, speeches/remarks, reports; listening (active, responsive and reflective)
- Proven skills in sales +/- sponsorship: developing a leads pipeline: identification, qualification, solicitation, closing; writing proposals, agreements; cold calls, sales pitch, negotiation; tracking, activating deliverables, follow-ups.
- Proven skills in Social Media content creation and channel distribution, analytics & recommendations
- Solid skills in managing a budget: RFP, collecting quotes, reconciling invoices to agreements
- Proficiency in Microsoft Office suite, CRM, Project and Event Management software and tools.
- Solid understanding of both, event management and fundraising, practices, processes and protocols.
- Ability to work efficiently and effectively under pressure, and manage overlapping deadlines and multiple projects simultaneously.



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- Excellent interpersonal skills to serve diverse audiences: VIPs, sponsors, stakeholders, guests, participants, vendors, volunteers, clients, and families, Jake's House team members.
- Passion for making a positive impact on the autism community.
- Flexibility to work evenings and weekends as required and requested to meet deadlines and execute events.

Ideal Candidates (Culture Fit):

- Self-motivated, proactive, resourceful, and results driven.
- Adaptable, resilient, can switch gears and hats quickly, thrives in fast-moving environments.
- Exceptional communications skills, relationship building abilities, and a customer service mindset.
- Keen interest in staying up to date with event management and social media practices, technology and trends.
- Kind and empathetic, understanding the families we support always come first.
- Experience working for a non-profit/charity or with special needs individuals considered an asset.
- Fluency in French considered an asset.