



Marketing and Events Director

Overview: Wonderland seeks a .75 FTE director to drive the creation and execution of its marketing initiatives, as well as transactional fundraising events, including the annual gala and auction and to engage families, volunteers, donors, partners in our mission. An ideal candidate is a self-starter with a director's presence, has extensive marketing and brand management experience, is an innovative problem solver, is a master at juggling multiple deadlines and projects, and has a collaborative, customer-service mindset. One direct report.

Chief responsibilities:

Marketing/Communications/Project Management (approximately 70%):

- Create/update business plans by revenue stream/audience annually.
- Lead brand marketing planning and strategy.
 - Develop and execute an organization-wide brand marketing plan and a communications plan.
 - Develop and execute event-specific marketing plans and communications plans.
- Develop and manage inclusive, engaging content that fosters a consistent, balanced voice and brand.
- Develop donor-focused messaging for social media, website, email, direct mail, and print, and events.
- Work collaboratively with team members to share stories and program impact across various platforms.
- Project manage collaborative efforts with program team to launch well-marketed programs, managing master activities calendar
 - Includes tracking action items and contribute ideas to ensure program success.

Development/Engagement (approximately 30%-seasonal):

- Set direction and supervise fundraising and events, including annual gala and golf tournament.
- Collaborate with development coordinator on event committee management and assignments.
- Cultivate, solicit, and steward event sponsors and prospects.
- Collaborate with event committee to manage communication to support and engage table captains.
- Create budgets and set fundraising goals; track expenditures and report on final numbers.
- With staff and committee, create event program, speaker, video, central theme, and messaging, etc.
- Work to create more opportunities and new initiatives to connect and engage donors and prospects.
- In collaboration with development team, establish annual individual and team goals and budgets.
- Manage volunteer recruitment and management, including events.

Requirement Qualifications:

- BA in non-profit management, marketing, communications, or Bus. Admin. required. MBA a big plus.
- 3+ years in marketing, with demonstrable experience in engaging audiences, event management and/or large-scale project management. Fundraising auction experience preferred.
- Strategic and creative thinker. Ability to speak and write in a compelling way about the organization's impact and programmatic goals. Strong interpersonal skills.
- Professional, resourceful, and organized. Ability to work independently and as a team player, to take initiative and prioritize multiple projects.
- Proficient in Microsoft Office and donor database applications—experience with Adobe Creative Suite, Mail Chimp, and auction software a plus.
- Knowledge and experience with creating engaging social media content.
- Strong organizational skills and project management skills with concurrent projects.
- Current criminal background check maintained for all employees.
- Valid driver's license, current insurance and reliable automobile required.
- Employees are mandated reporters to DSHS or law enforcement of suspected abuse or neglect of a child.
- The position requires occasional weekend event work.
- Commitment to strengthen equity practices and view progress and challenges through an equity lens.

Pro-rated salary range in the mid-\$50ks * Health & Dental Insurance * PTO and generous paid holidays * Flexible Schedules * 401(k) retirement plan. Benefits available to employees dependent on FTE. Wonderland is an Equal Opportunity Employer. About Us: Wonderland was founded 50 years ago by dedicated parents to help children with developmental disabilities. We serve approximately 260 children ages 0-12 with delays and disabilities and their families per month in north King and south Snohomish counties. Mission: Wonderland provides a strong and equitable foundation for children and their families with diverse needs and abilities to flourish through therapy, education, advocacy, and resources. Administrative Office: 2402 NW 195th Place, Shoreline, WA 98177.

If interested, please email cover letter (required) and resume (required) to mkirchoff@wonderlandkids.org. No phone calls.