



POSITION TITLE: Events & Community Engagement Manager

POSITION SUMMARY: The Events & Community Engagement Manager is responsible for planning and executing Heritage Humane Society's signature fundraising events and community engagement initiatives that inspire generosity, strengthen community partnerships, and advance the organization's mission. Working in close partnership with the Executive Director, the organization's chief fundraiser, this hands-on position leads the coordination of events, sponsorships, fundraising campaigns, volunteer committees, and community partnerships that generate philanthropic support and deepen engagement with HHS. Serving as the primary staff lead for event planning and execution, the Manager collaborates across departments and with volunteers to deliver exceptional experiences that build lasting relationships and help sustain the lifesaving work of the Society.

SUPERVISOR: *Executive Director*

DIRECT REPORTS: *None*

CLASSIFICATION: *Full-Time*

FLSA STATUS: *Exempt*

SALARY RANGE: \$60,000 - \$68,000, depending on experience.

Make decisions for the pets in our care based on the Five Freedoms of Animal Welfare.

Freedom from Hunger and Thirst

By ready access to fresh water and diet to maintain health and vigor.

Freedom from Discomfort

By providing an appropriate environment including shelter and a comfortable resting area.

Freedom from Pain, Injury or Disease

By prevention or rapid diagnosis and treatment.

Freedom to Express Normal Behavior

By providing sufficient space, proper facilities and company of the animal's own kind.

Freedom from Fear and Distress

By ensuring conditions and treatment which avoid mental suffering.

KEY RESPONSIBILITIES:

SIGNATURE FUNDRAISING EVENTS

- Serve as the staff lead responsible for planning and executing HHS's signature fundraising events in partnership with the Executive Director, volunteer leadership, and internal staff, including:
 - Black Tie & Tails Gala
 - Make Par for Pets Golf Tournament
 - FURever Homes Race
 - Holiday Bazaar

- Partner closely with volunteer Event Chairs and committees, respecting their formal leadership role and meaningful involvement in shaping the vision, character, fundraising strategies, and guest experience for each event.
- Translate the vision and recommendations of volunteer Event Chairs and committees into detailed event plans, timelines, budgets, sponsorship materials, marketing requests, ticketing processes, auction and raffle systems, volunteer assignments, and event-day procedures.
- Provide volunteer chairs and committees with timely updates regarding sponsorships, ticket sales, expenses, fundraising progress, deadlines, and outstanding needs.
- Facilitate productive committee discussions and provide professional guidance regarding organizational policies, staff capacity, budget limitations, fundraising practices, brand standards, safety, and operational requirements.
- Develop event revenue goals, expense budgets, sponsorship opportunities, ticket pricing, and fundraising strategies in collaboration with the Executive Director and volunteer leadership.
- Manage event logistics, including venues, vendors, contracts, permits, equipment, catering, entertainment, volunteers, staff assignments, guest communications, and event-day execution.
- Manage event websites, including content updates, online registration, ticket sales, seating assignments, and sponsorship recognition.
- Manage the event auction database, including auction and raffle items, specialty packages, donor records, and related event systems to support a seamless guest experience.
- Lead the solicitation and stewardship of event sponsors, auction and raffle donors, in-kind contributors, ticket purchasers, and other supporters to maximize event fundraising success.
- Recruit, communicate with, prepare, and coordinate volunteers for event planning, setup, execution, and breakdown.
- Ensure sponsor benefits, recognition, and event-related commitments are fulfilled accurately and on time.
- Develop contingency plans and help ensure events comply with applicable organizational policies and requirements related to safety, insurance, contracts, raffles, auctions, alcohol service, cash handling, and recordkeeping.
- Coordinate timely post-event acknowledgments, sponsor stewardship, financial reconciliation, evaluation, and reporting.
- Prepare post-event reports that assess revenue, expenses, net proceeds, attendance, sponsorship performance, volunteer participation, guest feedback, and opportunities for improvement.

COMMUNITY ENGAGEMENT & PARTNERSHIPS

- While coordinating cultivation strategies with the Executive Director, identify, develop and maintain positive relationships with businesses, civic organizations, community groups, donors, sponsors, volunteers, and other partners that can advance the HHS mission.
- Identify and cultivate new community and corporate relationships that may lead to sponsorships, donations, volunteer involvement, adoption awareness, or long-term partnerships.
- Manage third-party fundraisers, business promotions, give-back events, cause-marketing initiatives, and community-hosted activities benefiting HHS.
- Evaluate community opportunities based on mission alignment, fundraising or awareness potential, staff capacity, animal welfare considerations, and organizational priorities.
- Provide community fundraising partners with appropriate guidance, promotional materials, HHS information, and recognition.
- Help coordinate HHS participation in selected community events, including staffing, volunteer support, animals when appropriate, displays, materials, and follow-up.
- Represent HHS at community meetings, networking opportunities, partner events, sponsor visits, and public activities.
- Serve as an enthusiastic, knowledgeable, and professional ambassador for HHS throughout the Greater Williamsburg community.
- Look for opportunities to deepen one-time community interactions into sustained relationships with HHS.

- Prepare annual report of KPIs including growth in volunteer engagement, quality of community partnerships, third-party fundraising participation, community awareness, event attendee satisfaction, committee engagement, sponsor renewals and volunteer retention.

FUNDRAISING CAMPAIGNS & APPEALS

- Support the planning and execution of major fundraising days and campaigns, including:
 - Giving Tuesday
 - Give Local 757
 - Capital Improvement Projects
 - Matching-gift initiatives
 - Monthly giving initiatives
 - Peer-to-peer and digital fundraising campaigns
- Collaborate with the Executive Director, Marketing and Communications Manager, Finance staff, and key volunteers to establish campaign timelines, revenue goals, audiences, messaging needs, and promotional strategies.
- Assist with identifying prospective sponsors, matching donors, business partners, ambassadors, and community advocates for fundraising campaigns.
- Coordinate campaign logistics, online fundraising platforms, progress reports, volunteer participation, acknowledgments, and follow-up.
- Help evaluate campaign results and recommend opportunities for future growth.

VOLUNTEER & COMMITTEE ENGAGEMENT

- Serve as the primary staff liaison to volunteer Event Chairs, event committees, and the Auxiliary.
- Serve as a secondary staff contact for the Resource Development Committee.
- Foster a culture of mutual respect in which volunteers are valued as meaningful leaders, contributors, advocates, and partners in the organization's success.
- Prepare meeting agendas, materials, financial and fundraising updates, room setup, and other resources needed for productive committee meetings.
- When needed, record minutes for the Resource Development Committee and document key decisions, assignments, deadlines, and follow-up needs for other committees as appropriate.
- Maintain consistent communication and progress between meetings.
- Help volunteer leaders turn ideas into practical action plans while clearly communicating organizational requirements, financial limitations, staff capacity, and operational considerations.
- Encourage committee members to participate actively in sponsorship outreach, ticket sales, auction and raffle procurement, community introductions, and event promotion.
- Support the recruitment, orientation, engagement, recognition, and retention of event and fundraising volunteers.
- Address challenges professionally and elevate concerns to the Executive Director when appropriate.

SPONSORSHIP & DONOR ENGAGEMENT

- Build / maintain a pipeline of current and prospective event sponsors, business partners, and in-kind supporters.
- Research prospective sponsors and identify connections through volunteers, board members, donors, vendors, and community partners.
- Develop sponsorship packets, proposals, solicitation materials, presentations, and customized partnership opportunities.
- Make direct requests for financial and in-kind support through meetings, telephone calls, email, written proposals, and community networking.
- Track sponsorship commitments, invoices, payments, benefits, recognition, renewal dates, and stewardship activities.

- Coordinate sponsor fulfillment across event materials, websites, social media, signage, programs, announcements, tickets, and event-day recognition.
- Provide sponsors with timely appreciation, impact information, and follow-up designed to encourage continued involvement.
- Work to retain current sponsors while identifying opportunities to grow relationships across multiple HHS events and initiatives.

DEVELOPMENT OPERATIONS & FINANCIAL MANAGEMENT

- Develop and monitor event and campaign budgets, including revenue projections, expenses, in-kind contributions, outstanding commitments, and net revenue goals.
- Monitor fundraising performance and provide regular, accurate progress reports to the Executive Director, Finance staff, volunteer leaders, and other appropriate stakeholders.
- Work with Finance staff to reconcile event and campaign revenue and expenses promptly and accurately.
- Route invoices, contracts, sponsorship agreements, check requests, and other financial documentation according to HHS procedures.
- Coordinate with the Donor Database and Administrative Coordinator to ensure donor, sponsor, event, campaign, pledge, payment, and stewardship information is entered accurately and consistently in the donor database.
- Review reports and event records for accuracy and ensure sponsorship commitments, benefits, payments, donor restrictions, and follow-up activities are properly documented.
- Maintain organized digital and physical event files, vendor records, timelines, contracts, historical information, and planning resources.
- Use HHS's donor database, event-management platform, auction and raffle software, website tools, payment systems, and other technology effectively.
- Protect the confidentiality and integrity of donor, sponsor, volunteer, and organizational information.
- Evaluate event and community-engagement activities according to mission impact, revenue potential, strategic value, cost, and required staff and volunteer capacity.

ORGANIZATIONAL COLLABORATION

- Collaborate regularly with the Executive Director, Leadership Team members, staff, volunteers, vendors, and community partners to advance fundraising and engagement goals.
- Work closely with the Marketing and Communications Manager to establish promotional timelines, submit complete content and design requests, review materials, and ensure events and campaigns are represented accurately.
- Coordinate with animal care and operations staff when events or community activities involve HHS animals, facilities, staff members, or operational resources.
- Ensure fundraising events, sponsorships, partnerships, and community activities reflect HHS's values, mission, brand standards, and commitment to animal welfare.
- Contribute positively to a collaborative, respectful, accountable, and mission-driven workplace culture.
- Perform other mission-aligned duties reasonably related to events, community engagement, fundraising, and organizational needs.

MEASURES OF SUCCESS

Success in this role will be evaluated through:

- Achievement of approved event and campaign revenue and net-income goals
- Sponsor acquisition, fulfillment, retention, and relationship growth
- Effective management of event expenses and resources
- Timely and organized execution of events, campaigns, and community activities

- Accurate recordkeeping, reporting, and financial reconciliation
- Strong and respectful partnerships with volunteer chairs and committees
- Meaningful engagement of sponsors, donors, volunteers, and community partners
- Completion of timely acknowledgments and stewardship activities
- Effective communication and collaboration across departments
- Thoughtful post-event evaluation and continuous improvement

QUALIFICATIONS

- Bachelor's degree in nonprofit management, communications, business, event management, or a related field, or an equivalent combination of education and relevant experience.
- Three to five years of progressively responsible experience in nonprofit fundraising, sponsorship development, event management, community engagement, or a related field preferred.
- Demonstrated success managing complex fundraising events, multiple projects, budgets, deadlines, and competing priorities.
- Experience soliciting financial and in-kind support from businesses, donors, sponsors, and community partners.
- Comfortable making direct, in-person, telephone, and written fundraising solicitations.
- Excellent written, verbal, interpersonal, presentation, and relationship-building skills.
- Strong organizational skills with exceptional attention to detail and follow-through.
- Ability to collaborate effectively with staff, volunteers, boards, and committees while providing professional guidance and organizational support.
- Demonstrated sound judgment, discretion, and the ability to handle confidential information appropriately.
- Ability to analyze fundraising and event data and communicate results effectively to staff, volunteers, and stakeholders.
- Proficiency with donor databases, event management and online fundraising platforms, auction software, and Microsoft Office or Google Workspace.
- Ability to work a flexible schedule, including evenings, early mornings, and weekends, as required for events and fundraising activities.
- Reliable transportation and the ability to travel locally for meetings, donor visits, and events, with the ability to meet the organization's motor vehicle insurance requirements.

PREFERRED SKILLS & ATTRIBUTES

- Passion for animal welfare and the mission of The Heritage Humane Society.
- Energetic, collaborative, approachable, and relationship-driven.
- Demonstrated success securing and retaining event sponsors.
- Experience working with volunteer-chaired committees and volunteer-led events.
- Creative problem-solver who can balance new ideas with budgets, deadlines, policies, and available capacity.
- Comfortable serving as both a behind-the-scenes organizer and a visible community representative.
- Able to work independently while seeking input and approval when appropriate.
- Positive, diplomatic, adaptable, and committed to shared success.
- Experience with auctions, raffles, peer-to-peer fundraising, corporate partnerships, or third-party fundraisers is strongly preferred.

PHYSICAL & WORK ENVIRONMENT REQUIREMENTS

- Ability to perform event setup and breakdown activities, including moving materials weighing up to 50 pounds, with or without reasonable accommodation.
- Ability to remain active for extended periods during events and to work in indoor and outdoor environments.

- Willingness to work on-site at the shelter and off-site at event venues and community locations.
- Regular exposure to animals, animal hair and dander, odors, noise, cleaning products, and other conditions commonly found in an animal shelter environment.
- Ability to work at a computer and use standard office and event technology for extended periods.
- Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of the position.

WHY WORK AT HHS

At The Heritage Humane Society, you will join a compassionate, mission-driven team dedicated to saving lives and strengthening the human-animal bond in our community. This position offers the opportunity to create memorable experiences, develop meaningful community relationships, inspire generosity, and directly support the care and protection of homeless pets.

The Events & Community Engagement Manager will work alongside talented staff members and deeply committed volunteers who believe that collaboration, creativity, and community support can transform the lives of animals and the people who love them.

ENVIRONMENTAL CONDITIONS

- Normally works in an environmentally controlled building, but outside work and driving may be necessary.

OTHER CONDITIONS THAT ARE UNIQUE TO THE POSITION

- Possible exposure to various common canine and feline illnesses and behaviors.
- The ability to handle the emotional and physical conflict of working in an environment that euthanizes animals that are aggressive, very sick, and do not meet HHS adoptability criteria.

EQUAL EMPLOYMENT OPPORTUNITY

- Heritage Humane Society is an equal opportunity employer. Employment decisions are made without regard to race, color, religion, sex, pregnancy, childbirth or related medical conditions, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, veteran status, or any other status protected by applicable federal, state or local law.
- Reasonable accommodations may be provided to qualified individuals with disabilities to enable them to perform the essential functions of the position.

To Apply: Email your resume, cover letter, and salary requirements to jobs@heritagehumane.org. Open until filled.

Employee Acknowledgment

I acknowledge that I have received and reviewed this job description and understand the duties, responsibilities, and expectations associated with my position. I understand that this job description is not intended to represent a complete or exclusive list of all responsibilities and that duties may be modified or assigned based on the needs of the organization. I attest that I have not been convicted of animal cruelty or neglect in any US state.

Employee Name: _____

Employee Signature: _____ **Date:** _____

Supervisor Signature: _____ **Date:** _____