



**Ronald McDonald  
House Charities®**  
Eastern Wisconsin

## **RMHC Job Description Manager, Special Events**

Job Title: Manager, Special Events  
Department: Development  
Reports to: Director of Marketing & Communications  
Status: Full-Time Salaried (Exempt)  
Flexible Work Schedule

### **Job Summary**

Ronald McDonald House Charities® of Eastern Wisconsin (RMHC) is a premiere nonprofit established to keep families together and promote the health and well-being of children. RMHC is committed to the core values of communication, creating connections, community and compassionate care for those we serve, work with, and inspire. Each member of our team demonstrates these core values and is focused on our mission and the families we serve.

This position will lead and execute a revenue portfolio of community events in the Southeastern WI. This portfolio of work is driven by priority relationships, pipeline development, account management, event timelines and volunteer management through engagement. The Manager, Special Events position will be responsible for the overall planning, recruitment, retention, execution and evaluation of RMHC's primary fundraising events, with a portfolio of four events totaling \$920,000 in gross revenue responsibility (2024). Events include: RMHC Chefs' Dinner, RMHC Golf Outing, RMHC Gala and RMHC Bubbles & Bags Fashion Show Luncheon.

### **Responsibilities:**

**Revenue:** Manage event budgets and strategies to grow RMHC revenue. Adhere to event expense budget while securing event revenue through engaging corporate sponsors, individual donors, in-kind support and event participants.

**Volunteer Management:** Recruit, train and engage committee volunteers and episodic volunteers to support the event experience.

**Event Execution:** Manage event timelines leading up to and post event to create a memorable event experience for target audiences. Review processes to grow and modify events to meet the expectations for donors, participants, and venue.

**Marketing & Communication:** Event audience pieces and promotion to diversify revenue streams, volunteer support and community engagement in events.

Collaborate across all departments to create the event experience necessary for success: CEO, Marketing & Communication Team, Development Team, Mission Services Team, Information & Technology Team and Facilities Team.



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Ensures compliance with all RMHC policies, including employment, risk management, event and cash handling, data management, and financial controls.

Demonstrates and fosters behavior that establishes a culture that values the staff/volunteer partnership and is consistent with the cultural beliefs and values of RMHC.

Identified Position Competency measures include: Professionalism, Collaboration, Effective Communication, Accountable, Attention to Detail, Drives Engagement, Process Improvement and Time Management

### **Qualifications & Other skills:**

- Minimum 3 years successful experience in non-profit fundraising and relationship building in event/communications role
- Passion for the mission of RMHC
- Excellent written and verbal communication, presentation and interpersonal skills
- Proven relationship building, persuasion and influencing skills
- Outcome driven - ability to manage multiple priorities, project management and meeting deadlines; strong planning and organizational skills
- Experience in effectively addressing and resolving customer issues to positively impact customer experience and further engagement
- Ability to proactively monitor activities to respond to changing circumstances and priorities to meet goals. Proactively address issues as they arise and reduce risk associated to events and RMHC.
- Experience developing and managing a budget
- Proficient in computer-based information systems

### **Special Mental or Physical Demands:**

Must be able to staff evening and weekend meetings, events, and programs. Must be able to lift 30 lbs and perform set up/take down of event equipment.

**To apply**, please submit cover letter, resume and desired compensation to Melissa Marney at [mmarney@rmhc-easternwi.org](mailto:mmarney@rmhc-easternwi.org). The final candidate's relevant experience/skills will be considered before an offer is extended.