Director, Special Events and Sponsorships

The Opportunity

The Director, Special Events and Sponsorships is a wonderful opportunity for a passionate, mission-driven advancement professional to spearhead and grow the Girl Scouts of Greater New York’s special events program. Managing a busy calendar of large-scale fundraising events, the Director is directly responsible for the planning and execution of two large-scale fundraisers, including the Gold Achievement Gala and the Women of Distinction Breakfast and several smaller events, which together generate almost $2 million and welcome over 1,000 guests annually. The Director will be an externally facing fundraiser working to develop relationships with honorees, sponsors, and event attendees. The Director also serves as the in-house expert on all special events within the Advancement department and will have a deep understanding of their role in donor cultivation and stewardship.

The Director is a senior member of the Advancement team, collaborating on fundraising initiatives across the department and taking on additional responsibilities as needed. The Director directly supervises the Associate Director, Special Events.

Background

For over a century, Girl Scouts has been instilling generations of girls with the skills and knowledge to become young women of courage, confidence and character, to speak out and be leaders. Today, Girl Scouts of Greater New York (GSGNY) is delivering its message of empowerment and engaging more than 31,000 girls of every race, background and religion.

GSGNY’s vision is a New York City in which every girl feels empowered to lead in her community, the workplace, and the world. GSGNY has become a hub for innovation within the broader Girl Scouts movement, presenting new ways to engage and inspire the next generation of young leaders. Recent program developments include:

- The expansion of its acclaimed Troop 6000 – a program created for girls living in the New York City shelter system – to all five boroughs of NYC.
- The launch of new STEM programs such as Girl Scout Robotics, Urban Day Camp, and Breaking the Code, to help young women acquire the skills and confidence needed for the modern workplace.
- The increasingly prominent role of our city’s Girl Scouts in the public realm – from advocating to local officials for menstrual equity measures, to fundraising for the first-ever monument to women in Central Park.

Girl Scouts of Greater New York is growing. Guided by an ambitious strategic plan and its dynamic CEO, Meridith Maskara, GSGNY aims to expand its nearly $10m in revenue so that it can reach more girls while continuing to serve as an innovating force within the national Girl Scouts network. To support this growth, the organization seeks a Director, Special Events and Sponsorship to lead the organization’s $2M special events program and further its mission.
Job Responsibilities:

Leadership, Management, Accountability

- Lead, manage and inspire one direct report, Associate Director, Special Events – toward accountable, goal-oriented outcomes within the larger Advancement team.
- Design and lead a comprehensive special events program that showcases Girl Scouts of Greater New York, engages supporters, grows brand awareness and increases contributions.
- Work closely with the VP, Advancement and CEO to develop strategies, concepts, themes and messaging leading to the successful implementation of GSGNY’s fundraising events.
- Collaborate with VP, Advancement, the Director, Corporate and Foundation Partnerships, and the Director, Leadership Gifts on strategies for using fundraising and cultivation events to move new donors into the annual pipeline as well as to upgrade current donors and partners.

Fundraising

- Generate approximately $2 million in annual event revenue while providing leadership, accountability and direction for GSGNY’s signature events, including the Gold Achievement Gala and the Women of Distinction Breakfast.
- Serve as a lead point of contact for the Board of Directors’ event committees working closely to develop and implement a fundraising plan to identify and solicit honorees, sponsors, and individual donors.
- Oversee event execution from the initial stages through night of, including on-stage program, event production, vendor management, and staff and volunteer coordination.
- Provide leadership in the creation and execution of a communications plan for each event, including save-the-dates, solicitations, invitations, event journals and other event-related collateral.
- Work in partnership with the Associate Director, Special Events and the Leadership Advisory Board Executive Committee on programing to engage LAB members and increase support for the annual Cookies and Cocktails fundraiser.
- Develop budgets, oversee financial reporting and evaluate the effectiveness of each event, including fundraising efficiency (cost/expense), donor engagement and overall success.

Required and Desired Qualifications:

- A sincere commitment to the Girl Scouts of Greater New York’s mission and values.
- Bachelor’s Degree plus 6-8 years in non-profit event management, with demonstrated success managing relationships with sophisticated high-level volunteers, donors and VIPs.
- Impeccable attention to detail; able to accomplish all aspects of the development function from basic administrative tasks to high-level strategy.
- Excellent project management skills; comfort working in a fast-paced, goal-oriented environment.
- Outstanding written and oral presentation skills with a proven ability to speak clearly, write persuasively and listen attentively.
- Strong knowledge of Microsoft Office programs required; familiarity with Raiser’s Edge a plus.
- Must be willing and able to work occasional evenings and weekends.

Characteristics:

- The highest degree of professionalism and emotional intelligence; skilled at building and sustaining excellent relationships across an organization.
- Exceptional interpersonal skills; able to inspire and motivate donors, staff and Board members;
- Positive attitude and desire to learn and grow as part of a team;
- Commitment to transparency, accountability and direct communication.
To Apply:
Please submit a cover letter, resume and compensation requirements to hr@girlscoutsnyc.org.
Please put “Director, Special Events and Sponsorships” in the subject line, thank you.