



Position Description

Wholesome Wave Cause Marketing and Event Production Specialist

About Wholesome Wave

The mission of Wholesome Wave is to empower and equip people to make better food choices by supporting innovative nutrition programs in historically underserved communities. Wholesome Wave's current programs promote both access and affordability of fresh produce in over 150 (TBC) low-income communities across the country.

For more information, please visit www.wholesomewave.org

Position

Reporting to, and working closely with, Wholesome Wave's Development Director this full-time position is an intrinsic part of the development team and a contributor to Wholesome Wave's fund-raising goals. The fast paced environment requires a creative thinker and an entrepreneurial spirit with the ability to process information quickly and has a strong interest in creating innovative fund-raising events and cause marketing partnerships.

Responsibilities

- Event fund-raising management, including developing and implementing of unique fund-raising strategies related to special events.
- Solicit Sponsorship to maximize revenue generation
- Budgeting and project management, work with Director of Development on the creation and adherence to project budgets and timelines for special events.
- Recruitment and retention of event volunteers, including developing and implementing recruitment plans and volunteer management strategies (as applicable) for events.
- Donor/participant relations, including managing special committees for events. This includes developing goals and objectives for committees, facilitating meetings and leading those committees towards successfully completing the established goals and objectives.
- In-kind donation solicitations and management, including identifying and soliciting prospects for major in-kind donations for special events.
- Vendor relations, including working closely with and negotiating with external vendors to coordinate goods and services for special events.
- Overall responsibilities. Foster strong working relationships with donors, volunteers and staff.
- Continuous critical evaluation of current special events to determine if they are effective fund-raising vehicles. Investigate new ideas for future events.
- Update attendee and donor records.
- Responsible for engaging corporations and securing cause-marketing partnerships that will benefit Wholesome Wave
- Responsible for planning and goal setting for the development of solicitation strategies.
- Strategically work with communications department work to identify, initiate, and enhance marketing relationships.
- Cultivate and manage partnerships; anticipate needs, communicate clearly and maintain a consistent presence of co-branded items
- Work with communications department to promote cause marketing partnership through social networking, new media, cause-related marketing partnerships and e-marketing initiatives.
- Manage activities related to the design; execution and evaluation of corporate promotions and cause related marketing activities for key corporate partners.
- Provide detailed analysis for current and new corporate funding partners.
- Coordinate staff and appropriate constituents involvement in corporate partnerships as needed.
- Provide coaching and guidance to staff members on cause marketing programs and processes.
- Prepare tracking, reports and analysis on corporate revenue performance.
- Develop and maintain corporate relations materials, including organization's corporate relations portfolio, presentation and program descriptions.
- Coordinate regular updates to key donors, and other constituencies
- Ensure accurate and timely documentation of all donor contacts within database.

- Assist in the recruitment and cultivation of volunteers as needed.
- Contribute to communications materials as needed.
- Ongoing contribution to the strategic long-term vision of Wholesome Wave
- Other duties as assigned by the Development Director.

Qualifications

- Strong analytical thinking, problem solving skills and communications skills (both written and oral) with attention to detail.
- 3-5 years successful experience in event management and planning.
- Cause Marketing experience and insight into consumer thinking.
- Proven ability to successfully handle multiple projects and meet critical deadlines.
- Excellent organizational skills. Experience in project management also a plus.
- Must be a team player with a commitment to relationship-building for Wholesome Wave both internally and externally.
- Flexibility to attend evening and/or weekend meetings and/or events.
- Proficiency with Microsoft Office applications, with a strong knowledge of Excel.
- Attention to detail, excellent organizational abilities, manage multiple deadlines;
- Ability to handle sensitive information confidentially;
- Ability to work independently and as part of a team;
- Excellent customer service/customer relations skills;
- Ability to work with diplomacy and tact at all times
- Ability to take initiative, multi-task, and work graciously in a fast-paced environment

Compensation, Time and Classification

- Salary based on qualifications and experience

Please send resume and cover letter by **February 17th, 2012** to:

AJahi Adams at: opportunities@wholesomewave.org, 189 State St., Bridgeport, CT 06604 No Calls Please

WHOLESOME WAVE is firmly committed to equal employment and advancement opportunities for all present employees as well as for applicants without regard to race, creed, color, national origin, ancestry, sex, marital status, age, lawful source of income, mental retardation, mental disability or physical disability, including, but not limited to, blindness or deafness, sexual orientation, genetic information, or any other category protected by federal, state or local law.