

# Director Rhode Island Heart Ball (Gala) in Providence, Rhode Island

## INTRODUCTION

**ARE YOU READY TO JOIN AN ORGANIZATION WHERE YOU CAN MAKE AN EXTRAORDINARY IMPACT EVERY DAY?** Imagine all Americans enjoying ideal cardiovascular health free of heart disease and stroke. At the American Heart Association and American Stroke Association, we get to work toward that goal every day. This is satisfying and challenging work that makes a real difference in people's lives. The American Heart Association is where you can make an extraordinary impact.

Come join our development team in Providence, RI. The **FOUNDERS AFFILIATE** of the American Heart Association (AHA) has an excellent opportunity for a special events fundraising director. Under the direction of the Executive Director RI, the **DIRECTOR HEART BALL** is responsible for implementing the American Heart Association's Heart Ball gala event in the Rhode Island market.

## JOB DUTIES:

Include, but are not limited to:

1. Oversees, manages, coordinates, plans and implements activities and resources necessary to achieve event campaign goals and objectives
2. Acquire companies as sponsors for the local Heart Ball. Build relationships with sponsors to retain and upgrade their financial involvement.
3. Recruit and manage key community and corporate leaders to establish aggressive Heart Ball goals based on market potential.
4. Establish relationships with affluent individual donors and family foundations and achieve dollar results for the Heart Ball.
5. In conjunction with the Executive Director, set annual fundraising goal and implement business strategies and best practices to achieve revenue goals set.
6. Plans and implements corporate goals and objectives managing overall sponsor participation, attendance, communication, and day/night of event logistics
7. Establish new accounts and cultivate new customers to reach highest level of revenue generation.
8. Manage and mobilize high level corporate business leaders, including participation from the Medical and Pharmaceutical industries, and influential community stakeholders to serve on the Heart Ball Executive Leadership Committee.
9. Build relationships with key corporate leaders who can support fundraising initiatives and involve them at the appropriate time. Manage such volunteers for not only short term results but also upgraded long-term relationships.
10. Conduct business market assessment to determine market potential and target Heart Ball companies.
11. Develop a profile of the top 50 businesses in the assigned geographic area with a written year-round relationship-building plan to ensure their involvement in the Heart Ball.
12. Through the usage of AHA auction guidelines create and execute a plan to ensure a successful event auction
13. Serve as direct contact with customers and provide a high level of customer service to ensure customer satisfaction.
14. In coordination with the Affiliate, involve key volunteers as natural partners in the cultivation, recruitment and solicitation process.
15. Develop timeline and budget for the Heart Ball in concert with goals and objectives.
16. Successfully utilize National & Affiliate materials, products, databases and tools including Siebel, and E-1. Usage includes timely and accurate entry of data, running and reviewing reports, and monitoring and updating data as needed.
17. In conjunction with the site Communications Director, ensure that the appropriate media coverage is obtained for the Heart Ball.
18. Continually seek to improve and maintain fundraising skills, including maintaining knowledge of current trends in fundraising.
19. Participates in appropriate Division, Region and Affiliate area staff meetings and training programs.

## **PREFERRED EXPERIENCE:**

### **HERE ARE SOME OF THE PREFERRED SKILLS WE ARE LOOKING FOR:**

To perform this job successfully, an individual must be able to perform each skill satisfactorily. The requirements listed below are representative of the knowledge, skills and ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Ability to accomplish results through strong c-level volunteer cultivation and stewardship, proven track record in exceeding sales/fundraising goals.
2. Knowledge and demonstrated ability to successfully identify, cultivate, recruit, and maintain relationships with top level volunteers from identified companies.
3. Demonstrated skills in fundraising or successful outside sales.
4. Demonstrate the ability to build a strong and well researched pipeline for both corporate and individual donors. Along with the ability to move each prospect through an outlined sales process.
5. Proven ability to understand and navigate corporate cultures to achieve goals.
6. Demonstrated skills in written and oral communication at all organizational levels.
7. Ability to plan and conduct meetings.
8. Ability and willingness to travel as position demands.
9. Ability to work outside standard hours as needed, including occasional evenings and weekends.
10. Ability to use Microsoft products, computer software, run reports and maintain accurate data.
11. Satisfactory background and reference checks upon offer of employment.

## **REQUIRED EXPERIENCE:**

### **EDUCATION:**

Bachelor's degree from an accredited university preferred. College coursework combined with related experience may be substituted for a degree. Related experience may be substituted as follows: 1 ½ years experience equates to 1 full time year of higher education.

### **EXPERIENCE:**

Must have at least 2 years of experience in fundraising, outside sales or in a non-profit organization in a similar capacity. This experience may also count towards satisfying this position's educational requirement.

### **SUPERVISORY RESPONSIBILITIES:**

May include indirect supervision of administrative staff supporting the event.

Attracting talented, committed employees means offering a competitive benefits package, ongoing professional development and training, and a diverse and inclusive environment in which to work and grow. And we do.

So, are you ready to work for the largest voluntary health organization dedicated to fighting heart disease, stroke and other cardiovascular diseases? Click on "New Resume" (or "Existing Resume" if you have previously applied to AHA positions) to submit your online application. Only those candidates deemed most qualified by the hiring manager will be contacted to interview.

Be sure to follow us on Twitter to see what it is like to work for the American Heart Association and why so many people enjoy #TheAHALife at <https://twitter.com/theahalife>.

Job Location

Providence, Rhode Island, United States

Position Type

Full-Time/Regular

EOE Minorities/Females/Protected Veterans/Disabled