



Rainbow Days, a Dallas-based nonprofit whose mission is *to help children and youth in adversity build coping skills and resilience to create positive futures*, is seeking a dynamic individual to join our team as the Events and Communications Manager.

This key position will be responsible for managing our annual Pot of Gold Luncheon fundraising event as well as communications for the organization. Please see all the details in the job description below.

To inquire or apply for the position, please email your cover letter and resume to Tiffany Beaudine at [tiffanyb@rainbowdays.org](mailto:tiffanyb@rainbowdays.org).

## ***EVENTS & COMMUNICATIONS MANAGER***

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TITLE: Events & Communications Manager

REPORTS TO: Director of Development

POSITION DESCRIPTION SUMMARY: Responsible for coordinating fundraising and friendraising events for Rainbow Days, Inc., including planning and executing the annual Pot of Gold Luncheon & Auction, Promise Awards reception, Our Children's Future Lunches and other smaller events throughout the year as well as assisting with resource development activities; Additional responsibilities include: overseeing all internal and external communications including but not limited to: social media, website, monthly e-newsletter, press releases and marketing materials. Assist with all ongoing resource development activities including donor recognition, cultivation and solicitation of individuals and corporations for gifts and sponsorships.

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### CORE EVENTS & RESOURCE DEVELOPMENT RESPONSIBILITIES:

- Manage all details of the Pot of Gold Luncheon & Auction, Rainbow Days' major fundraising luncheon
- Manage all details of other events throughout the year, including Promise Awards, Our Children's Future Lunch and Learns and various donor cultivation events
- Oversee the design, development and production of all donor based publications and fundraising materials, including brochures, direct mail appeals, the Annual Report, brochures and marketing materials.
- Assist with the management of various fundraising campaigns (i.e. North Texas Giving Day, Back-to-School)
- Assist with making follow up contacts, phone calls and scheduling of various meetings.
- Assist the Director of Development by participating as a staff liaison on the Executive Board's Resource Development Committee, Public Relations/Marketing, and Auxiliary Board and committees as needed.
- Represent Rainbow Days at public functions as requested
- Assist with maintenance of Rainbow Days' fundraising and constituent database (e-Tapestry) as needed
- Assist with donor recognition correspondence, including thank yous and follow up reports as needed
- Assist with maintenance of resource development files (records, donor contacts, etc.) as needed

#### CORE COMMUNICATIONS RESPONSIBILITIES:

- Develop and implement a communications strategy which will capitalize on existing and potential community connections, increasing awareness of Rainbow Days' Mission
- Develop organizational marketing materials, including brochures, fliers, invitations and marketing packets
- Develop public relations materials including press releases, public service announcements and articles and organize their dissemination to media contacts.
- Develop and oversee content for all external communications, including website updates, social media posts, e-communications, appeal letters, thank you letters, Annual Report, collecting success stories from program staff and other materials as needed
- Design, write and edit content for monthly publication Rainbow Days electronic newsletter, *eConnection*.
- Create annual PR/Marketing calendar and monthly Social Media calendar
- Work closely with the Leadership Team, PR Chair of the Board of Directors, and any contracted PR consultants to provide communications direction and/or media advisories as needed

#### EDUCATION/TRAINING/WORK EXPERIENCE/SKILLS REQUIREMENTS:

- Experience and demonstrated success in a nonprofit setting, specifically in communications, public relations, event management, fundraising and demonstrated skills and responsibility in managing donations.
- Demonstrated organization skills and attention to detail.
- Demonstrated skills in writing.
- Demonstrated skills and knowledge of basic design of printed materials and electronic marketing materials.
- Demonstrated skills in handling highly sensitive and confidential information and materials.
- Demonstrated knowledge of Windows - based computer systems, including Excel, Word and PowerPoint and layout/design software packages. WordPress web design experience not required, but a plus.
- Demonstrated ability to develop and implement multiple projects and activities simultaneously.
- Bachelor's Degree in Communications or Marketing preferred.

In addition to the above, the Events & Communication Manager shall demonstrate: a level of commitment to the philosophy, core values and goals of Rainbow Days, a hard work ethic and a level of energy commensurate with Rainbow Days expectations.

EVALUATED BY: Director of Development

HOURS: Full Time (40 hours per week)

LOCAL TRAVEL: Limited to the Dallas area, as needed for various events and luncheons. The Events & Communications Manager will be reimbursed for his/her local travel at a rate of \$.50 per mile up to the maximum monthly mileage allowance. Approved out-of-town travel for RDI purposes will be fully reimbursed.

OUT- OF-TOWN TRAVEL: 0%

SALARY RANGE: Salary based on level of experience