

<b>Employer:</b>	Adaptive Sports Foundation
<b>Job Description:</b>	Fundraising Events & Social Media Coordinator
<b>FLSA Classification:</b>	Exempt / Full-Time
<b>Location:</b>	Windham, NY
<b>Reports to:</b>	Executive Director
<b>Job Function / Area:</b>	Fundraising / Philanthropy
<b>Willingness to Travel:</b>	25-50%
<b>Extra Time Required:</b>	Some weekends and evenings
<b>Schedule:</b>	Weekends (November-March)
<b>Posted:</b>	July 7, 2021

---

## **POSITION DESCRIPTION**

### **OUR MISSION: *Empower lives through adaptive sports.***

Founded in 1984, the Adaptive Sports Foundation's work promotes physical activity for children and adults with disabilities. ASF students are five years of age and older and live with disabilities ranging from relatively mild learning disabilities to more severe disabilities such as paralysis, autism, amputation, cerebral palsy and traumatic brain injury. Winter recreation programs are offered on an individual and group basis from December through March and feature alpine skiing and snowboarding. ASF has a very active competition program, preparing athletes for Paralympic and Special Olympic competition. Our summer military programs teach veterans golf, recreational and competitive canoeing and kayaking, cycling, stand up paddle boarding and personal fitness.

### **POSITION SUMMARY**

Under the supervision of the Executive Director, the Fundraising Event & Social Media Coordinator will work closely with key leadership to develop and deliver multiple fundraising events and social networking opportunities that inspire and engage participants in the organization's mission. The Fundraising Event & Social Media Coordinator's primary role is to help close the annual operating gap by creating innovative events, cultivating relationships, engaging item donors and supporters, juggling multiple projects, and creating and distributing information through social networking and ASF's website.

---

## **ESSENTIAL RESPONSIBILITIES**

### **FUNDRAISING OPERATIONS**

- Coordinate the development and implementation of an annual fundraising events plan
- Maintain fundraising events calendar for the ASF community
- Prepare and distribute communications via print and digital platforms
- Handle all day-of-event production and management, coordinating ASF staff members
- Participate in the recruitment and solicitation of individuals and businesses for auction items and in-kind contributions for events
- Maintain records of donors, participants, volunteers, and sponsors in database
- Provide fiscal oversight, including contract coordination with event vendors and in-kind donors, preparation of budgets and forecasts for events income and expenses, and tracking and reporting on event fundraising results and participant involvement

## **SPECIAL EVENTS**

- Organize and facilitate event committees, recruiting from the ASF community to volunteer
- Work with the Director of Development to identify and cultivate sponsorships for event fundraisers
- Create and manage peer-to-peer fundraising web pages for events as needed
- Manage and coordinate ASF's signature winter season fundraising events, including Wine Tasting (December), Winter Gala & Auction (January), Paul R Carey Ski-A-Thon (February), WM Chairlift (all season), and Ralph Hartman Ski-A-Thon (March)
- Work with ASF's Golf Committee to develop and manage annual golf outing (September) at Windham Country Club, including organizing volunteers, securing swag and prizes, creating raffle, soliciting sponsorships, and managing all support activities
- Work with an outside writer and printer/mailer to coordinate ASF's Annual Fund Appeal (October-December)
- Coordinate event and fundraising activities with ASF's Young Professionals Committee (winter and fall)
- Maintain and monitor online donations (website), general fundraising activities and special events such as NYC Marathon

## **SOCIAL MEDIA**

- Assist with overall direction planning of ASF website and manage day-to-day needs and coordinate updates and changes with outside vendor
- Develop and curate engaging content for **social media** platforms, including Facebook and Instagram sites
- Develop and curate engaging content for **social media** platforms, including articles, videos, and photos to support fundraising events and general interest opportunities
- Interact with users and respond to **social media** messages, inquiries, and comments.
- Review analytics and create reports on key metrics

## **KNOWLEDGE & COMPETENCIES**

---

- Strong interpersonal, verbal, and written communications skills
- Previous experience in fund development, event management, fundraising events, project management, marketing, communications or equivalent
- Demonstrated ability to work autonomously, as well as contributing to a cohesive team environment
- Skilled in developing work plans with tasks and tactics that achieve strategic goals and outcomes for each event and the organization
- Experience with fiscal planning, forecasting, and budgeting
- General computer proficiency, competence with office software, knowledge of Salesforce a plus, as well experience with various social media, fundraising and ecommerce platforms
- Knowledge of and interest in adaptive recreational sports and working with individuals of all abilities
- Strives for excellence and continuous improvement

## **MINIMUM EDUCATION & EXPERIENCE**

---

- Bachelor's degree from an accredited college/university
- 1-3 years of experience with B2C social media marketing or content development
- 2+ years of nonprofit professional experience required, including a proven track record of successful event planning and/or marketing projects
- Outstanding ability to work well under pressure, on a broad variety of projects in a fast-paced deadline-oriented environment with shifting priorities to meet time-sensitive deadlines, and coordinate multiple projects simultaneously

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

**Submit resume & references to:**

John Iannelli, Deputy Executive Director

[john@adaptivesportsfoundation.org](mailto:john@adaptivesportsfoundation.org)