

External Relations Coordinator

Reports To: Director of External Relations

Location: This role will primarily work remotely but will also have some responsibility for working at Ulman House, located at 2118 E Madison Street, Baltimore, MD 21205. Additionally, our employees are expected and required to be able to provide in-person support to our mission delivery and fundraising efforts and to participate in staff events and internal functions throughout the year, most of which will take place at various locations in the Baltimore area.

Exempt/Non-Exempt/Contract/Temporary: Exempt

Full Time/Part Time: Full Time

Standard Office Hours: Ulman Foundation standard business hours are 9am-5pm Monday-Friday. The External Relations Coordinator will be responsible for the planning, execution and measurement of our portfolio of events and experiences, all of which require some work outside of normal office hours. Additionally, all staff participate in the rotation of in-person Ulman House staffing and weekend on-call duties.

Our Mission: Ulman Foundation is a Maryland-based non-profit organization that changes lives by creating a community of support for young adults, and their loved ones, impacted by cancer.

Your Role in Our Mission: The purpose of the External Relations Coordinator position is to support the implementation and execution of events and peer to peer programs, contributing toward the ultimate goal of meeting the philanthropic needs of the Ulman Foundation.

This position will work closely with the Ulman Foundation's Director of External Relations and Graphic Design & Multimedia Coordinator to increase visibility to current external constituents, reach new constituencies, and to identify and engage additional partners in the community as appropriate. Responsibilities include support of annual signature events; cultivation and stewardship events and programs; and Ulman's peer to peer fundraising initiatives.

Specific responsibilities, projects, or activities of this position may include:

Peer to Peer Programs

- Collect data, track relevant information to determine feasibility of peer to peer programs including but not limited to 4K for Cancer, Key to Keys, Point to Point, NYC Marathon, MOVE Maryland, Cycle to Inspire/MOVE Maryland, GameChangers, partnered events, and BOYAA.
- Plan and execute logistical details of program events, including but not limited to booking venues, managing participant registration, volunteer management, and vendor communication.
- Support participants in their fundraising, helping them meet and exceed goals by providing personal support, ideas, incentives, etc. Implement effective peer to peer fundraising strategy and best practices.
- Recruit, interview, and select participants for Peer to Peer programs; having accountability for recruitment goals to be specified.
- Lead communications with participants, alumni, volunteers and prospects, aligning with other Ulman mass and/or personal communications. Track strategic communications in Neon CRM in accordance with organization best practices on relationship management. Maintain social media accounts for peer to peer programs.
- Establish and maintain relationships with local athletic clubs, retail stores, community partners, and sponsors.
- Travel, as needed to attend programs, events, and networking activities.

Ulman Headquarters
1215 East Fort Ave, Suite 104
Baltimore, MD 21230

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2118 East Madison St.
Baltimore, MD 21205

ulmanfoundation.org
info@ulmanfoundation.org
410.964.0202

Events

- Support the success of Ulman’s signature event, the Blue Jeans {& Bow Ties} Ball, as well as any additional events and third-party/partnered events, primarily through logistics execution, and ensuring revenue goals.
- Arrange, conduct and coordinate cultivation, stewardship, and recognition activities such as on-site signage, recognition in publications, and on-site visits for corporate sponsors and donors.
- Evaluate venues and/or online platforms, conducting visits or information sessions and comparing and contrasting pros and cons.
- Secure in-kind donations to support events’ financial goals, manage relationships with item donors and fulfillment with item purchasers/auction winners.
- Track event-related expenses and create reports as needed.
- Collaborate with colleagues on creation of invitation lists for all events, to ensure prospects in cultivation have the best possible opportunities to experience our mission.
- Conduct Ulman’s responsibilities as they apply to third party events run by volunteer partners.
- Collaborate with Ulman staff colleagues to meet signature event-related needs such as volunteer staffing and training, design and signage, marketing and communications, ticketing, etc.
- Engage and manage outside event production partners as needed, who may be responsible for overall event management, A/V, catering, photography, flowers, etc.
- Operate online ticketing/registration platforms, create name tags, fulfill special dietary need requests, etc.
- Attend events as needed to execute and/or serve as an Ulman representative.
- Recruit and prepare mission speakers to communicate as needed at events.

Other duties as assigned

Qualifications/Skills: The ideal candidate is innovative, creative, self-motivated, upbeat, performance oriented, organized, collaborative, and able to multi-task and critically prioritize tasks. They are able to work within an organization in a collegial, team-oriented manner, with the patient or constituent’s interest always being top priority.

This role requires:

- A passion for and commitment to delivering on the mission of the Ulman Foundation
- Skills in building interpersonal relationships, working effectively as part of a team, and managing relationships with staff members, patients, caregivers, survivors and volunteers
- Strong time management, organizational, planning and communication skills
- Strong interpersonal skills and emotional intelligence
- Flexibility, proactivity, positive attitude and good judgement
- An ability to work both independently and as part of a team

Educational Requirements and Preferred Experience:

- High School Diploma required
- Experience in program/event planning, execution and fundraising preferred
- Experience working with patients/families undergoing medical treatment preferred

To Apply: Interested candidates should submit a cover letter and resume to averil@ulmanfoundation.org with “External Relations Coordinator” as the subject line.

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