

## Sr. Director of Events & Experiences

<b>Reports To:</b>	President & CEO	<b>Manages:</b>	Events & Experiences Coordinators (4)
<b>Remote / In-Person:</b>	Primarily Remote, Regularly In-Person	<b>Location:</b>	2118 E. Madison St, Baltimore, MD 21205
<b>Exempt / Non-Exempt / Contract / Temporary:</b>	Exempt	<b>Full Time / Part Time:</b>	Full Time
<b>Compensation:</b>	\$90,000 per year		
<b>Benefits:</b>	<ul style="list-style-type: none"> <li>● PTO - 15 days/yr prorated</li> <li>● 13 paid holidays</li> <li>● Employer funded health insurance</li> <li>● Retirement plan + 3% match</li> <li>● Employer funded STD, LTD, AD&amp;D and life insurance</li> <li>● Employer funded employee assistance program</li> <li>● Monthly reimbursements for cell phone (\$50) and wellness (\$20)</li> </ul>		

**About Us:** Ulman Foundation is a non-profit organization that changes lives by creating a community of support for young adults, and their loved ones, impacted by cancer. We offer support to adolescent and young adult patients, survivors and their loved ones through our patient navigation programs, our traditional and non-traditional support groups, and through Ulman House (“the House”), our no-cost home away from home for those traveling to Baltimore for treatment.

At Ulman, we believe the community of support that we create for our patients begins with creating a community of support amongst our team. We strive to maintain an environment where we can all bring our best, most authentic, and whole selves to work, where we feel seen, heard, respected and valued, and where we have the tools, resources and support we need to be successful in our work and in our lives.

Cancer affects us all. The Ulman Foundation supports and recognizes each individual as a whole. No matter where you’re from, what you believe, who you love, or how you identify, you are welcomed, respected and supported within the Ulman Community.

**About the Sr. Director of Events & Experiences Role:** As the Sr. Director of Events & Experiences, you would be responsible for the strategy and execution of our portfolio of peer-to-peer fundraising events and experiences. That portfolio includes our summer-long 4K for Cancer program, our week-long Key to Keys, Point to Point, and/or Mission to Vine experiences, any race experiences we get bibs for including but not limited to the TCS New York City Marathon, and our annual GameChangers young professionals program. It also includes any do-it-yourself (DIY) fundraising events and partnered events that others undertake on our behalf, as well as being the internal lead for our Blue Jeans {& Bow Ties} Ball annual gala event (BJBT). In this role you will manage a team of four people internally, manage engagements with external partners, vendors, and contractors, and be a member of the Ulman Foundation Leadership Team, working closely with all parts of the organization to ensure the success of our programs and fundraising. Leading our events and experiences portfolio does involve some travel throughout the year, as well as evening and weekend engagements as necessary to ensure the success of our peer-to-peer fundraising portfolio.

**Ulman House**  
2118 East Madison St.  
Baltimore, MD 21205

[ulmanfoundation.org](http://ulmanfoundation.org)  
[info@ulmanfoundation.org](mailto:info@ulmanfoundation.org)  
410.964.0202

Specific responsibilities of this position include:

#### Peer-to-Peer Fundraising Programs & Experiences

- Set strategy for peer-to-peer fundraising programs and experiences, potentially including but not limited to 4K for Cancer, Key to Keys, Point to Point, Mission to Vine, NYC Marathon, GameChangers, DIY fundraising experiences and any new programs or initiatives that may arise
- Oversee execution of recruitment strategy for peer-to-peer participants, using staff, committees, volunteers or other potential support resources to help recruit as needed
- Collaborate with the Marketing & Communications team on use of digital and/or other methods of marketing to ensure recruitment goals are met
- Oversee the planning, logistics, and execution of peer-to-peer programs and experiences to ensure that participants have a meaningful and positive mission-related experience
- Collaborate with Senior Director of Development and CEO on identification of individual giving prospects resulting from events and peer to peer programs
- Identify and execute strategies to solicit sponsorship and partnership opportunities
- Determine appropriate technology and fundraising platforms and facilitate needed learning and training for use by staff colleagues; ensure appropriate movement of data between platforms
- Oversee budget and reporting on financial performance of and participant feedback on the programs for the leadership team, board of directors and external parties.

#### Fundraising Events

- Determine strategy for Ulman's signature event - the Blue Jeans {& Bow Ties} Ball. Analyze opportunities for other/additional events and collaborate with management colleagues to determine whether to move forward with additional/new events.
- Lead Blue Jeans {& Bow Ties} Ball collaboration between the E & E team, Marketing & Communications, Development, external contractors/vendors and the Ulman Foundation Board of Directors to ensure success of all facets of the event, including but not limited to:
  - Sponsorship - Development of sponsorship packages, proposals and associated benefits; ensure the fulfillment of Ulman's obligations to funders at/leading up to/following events
  - Auction - Solicitation, presentation, and delivery of live and silent auction items
  - Marketing & Event Materials - Digital, print, etc.
  - Volunteers - Recruitment and management
  - Event Execution - Venue, vendors, program, run of show, etc.
  - Follow Up - Thank yous, data capture/integration, reporting, etc.
- Manage the strategy and execution of the Events & Experiences team's approach to partnered events and DIY fundraising events that community members and partner organizations undertake for our benefit.

Other activities as assigned

**About You:** If you are an experienced manager of people and programs, love working collaboratively to meet defined goals, and excel at both logistics and relationships, then this could be a great role for you. To be successful in this role you must possess both a strategic mindset and a strong attention to detail. To be considered for this role you must have a high school diploma and an understanding of and passion for, the Ulman Foundation's mission. Ideally you have experience working in sales management, program management, or peer-to-peer fundraising.

**To Apply:** Interested candidates should submit a cover letter and resume to [careers@ulmanfoundation.org](mailto:careers@ulmanfoundation.org) with "Sr. Director of Events & Experiences" as the subject line.

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