



JOB TITLE: Advancement Events Manager

JOB DESCRIPTION: Reporting to the Director of Alumni Engagement in the Office of Advancement, the Advancement Events Manager designs, manages and produces Good Counsel's fundraising and alumni events. These events enhance the Good Counsel brand, support and expand relationships, and raise philanthropic and sponsorship dollars. The Advancement Events Manager works closely with Chief Advancement Officer and members of the Advancement and Admissions Teams, and is a direct liaison with vendors, facilities, staff and volunteer committees whose combined efforts ensure the success of each event. The Advancement Events Manager develops and distributes core communications materials to promote events, prepares event briefings for leadership, manages regional travel and events, and manages the data integration process for the Advancement Team to include capturing event attendance and affiliations for alumni.

JOB TYPE: Staff (full time)

RESPONSIBILITIES:

- Design, manage, and implement Good Counsel's stewardship and fundraising events for alumni, parents and friends to include the Steve Dean Golf Tournament, Alumni Reunion Weekend, the Society Celebration Dinner, the Grand Celebration, Cookies and Cocoa with Santa, Day of Giving, the Celebration of Scholarships, alumni legacy admission events, football donor cultivation events, and regional campaign and alumni events.
- Assist with the coordination of admissions and school-wide events to include Open House, Admitted Student event, Freshman Parent Reception, convocation, and commencement as needed.
- Implement strategy to evaluate events and include appropriate follow up from each event.
- Provide leadership in the planning and execution of the school's events, including identifying event dates, locations, participants and formats.
- Create and oversee detailed timelines for each event, and develop briefings prior to each prospect visit or event to send to leadership, staff and key volunteers.
- Develop core communications for events and schedule and distribute all event invitations and communications.
- Coordinate invitation lists in collaboration with key faculty and staff members.
- Coordinate with volunteer planning committees on events, including the Grand Celebration Committee, and the Advancement Committee.
- Collaborate with the President, Principal, Chief Advancement Officer, Director of Alumni Engagement, and others to develop remarks, program content and performances for events.
- Collaborate with the Chief Marketing Officer and marketing team on event communication schedules, to write, create and distribute save-the-dates, invitations, signage, programs, and any necessary social

media posts working closely with designers and printers to execute collateral.

- Field and manage all invitation responses and attendance lists for seating and, if necessary, ticketing.
- Manage and track metrics for event attendance, stewardship/moves management initiatives.
- Coordinate menus, décor, equipment and facility needs with caterer and vendors, on occasion in collaboration with volunteers and volunteer committees.
- Work closely with the Chief Marketing Officer and Chief Advancement Officer to create a consistent brand image and standard for entertaining at Good Counsel.
- Oversee expenses and guest lists of all events; maintain budgets in collaboration with Advancement office staff members.
- Communicate effectively with numerous in-house departments and staff members to facilities and request staff, equipment needs, delivery schedules, facility rentals, etc. for events.
- Communicate with high-level donors, board members, committee members, and other key volunteers with professionalism.

QUALIFICATIONS: Bachelor's degree

EXPERIENCE: 2-4 years of experience as an event planner or similar experience in a professional setting with preference to prior experience in higher education or independent school.

SKILLS:

- Strong writing and organizational skills with diligent attention to detail
- Demonstrated ability to handle multiple tasks simultaneously and to plan and oversee projects
- Skilled negotiator and problem solver, independent decision maker
- Experience producing creative events
- Initiative and the willingness to collaborate and cooperate with colleagues
- Excellent interpersonal skills
- Familiarity with accounting and budgeting
- Proficiency in MS Word, Excel, Adobe Suite, Blackbaud NXT and Veracross knowledge a plus

REQUIRED WORK HOURS: Full time, 12 month, non-exempt

- Frequent event work to include occasional nights and weekends, possible travel for regional alumni events

NON-DISCRIMINATION:

Our Lady of Good Counsel High School does not discriminate in its educational and employment policies on the basis of race, color, national origin, ethnic origin, sex, age, disability, religion, sexual orientation. The following person has been designated to handle inquiries regarding the non-discrimination policy: Evelyn Nicholas, enicholas@olgchs.org.

PAY RANGE AND BENEFITS:

The annual base salary range is \$55,000 - \$60,000 commensurate with experience.

Good Counsel offers a competitive benefits package including medical, dental, vision, life insurance, disability insurance, a 403(b) retirement savings plan, tuition remission (after three years), daily lunch, accrued vacation and sick time, and school holidays.

HOW TO APPLY:

- All applications should be emailed to employment@olgchs.org.
- Complete applications shall include: 1. cover letter; 2. resume; 3. contact information for three to five professional references.
- Review of applications will begin immediately upon receipt. Only complete applications submitted via email will be considered. Priority deadline: Friday, January 31, 2025.

ABOUT OUR LADY OF GOOD COUNSEL HIGH SCHOOL:

Our Lady of Good Counsel High School is a private, Catholic, college preparatory, coeducational high school in Olney, Maryland. It is located in the Roman Catholic Archdiocese of Washington.

Operated under the sponsorship of the Xaverian Brothers, Our Lady of Good Counsel offers students in grades nine through twelve, a wide array of programs and activities that advance academic excellence, foster spiritual growth, and encourage leadership and service to others. With a student body of just over 1,200, the school prides itself as being a community that promotes an inclusive environment, embodying the Xaverian Brothers' values of simplicity, humility, compassion, zeal, and trust.

The school was founded in 1958 as an all-boys school in Wheaton, Maryland. In 1988, the school became coeducational. During the 2006-2007 school year, the school relocated to a new, sprawling 51-acre, high-tech campus in beautiful Olney, Maryland.