



## **EXECUTIVE DIRECTOR**

### Position Description

#### **About the Organization:**

Colorado Firefighter Calendar (CFC) is a non-profit organization that produces Colorado's official firefighter calendar to raise funds and awareness for the Burn Center and Burn Camps Program at Children's Hospital Colorado.

#### **Job Summary:**

The Executive Director is responsible for effectively managing and leading the organization toward realizing its mission. This position reports to the Board of Directors, and works closely with sponsors, retail partners, donors and firefighters. Workflow includes: fundraising, sales management, sponsor and retailer cultivation, event management and coordination, internal and external communications and administrative duties as needed.

#### **Responsibilities:**

##### Vision/Mission/Strategy

- Partnering with the Board of Directors to create, manage and execute an annual business plan for the organization
- Act as the liaison to the Burn Center and Burn Camps Program at Children's Hospital Colorado and coordinate CFC events with hospital staff

#### **Fundraising**

- Work with the Board of Directors to create annual budget and set revenue goals
- Create annual fund development plan to achieve revenue goals
- Provide the board with monthly updates on progress towards revenue goals
- Manage corporate sponsorship cultivation and fulfillment
- Evaluate current events and determine actions to improve revenue and efficiency
- Serve on the Signature Events committee to provide leadership on how to meet or exceed event revenue goals
- Identify areas of additional revenue through programs such as, Colorado Gives Day, Cars Helping Charities, Amazon Smile, etc.
- Research and write grants to secure funds for educational programs and other needs

#### **Signing Event Coordination**

- Manage the development and execution of Calendar Signing Events
- Maintain and enhance relationships with existing Signing Event partners to ensure renewal of events annually and to grow revenue year-over-year
- Cultivate new Signing Event partner relationships to increase revenue and exposure in the community
- Coordinate responses and initial logistics for Signing Events and the identification of Event Leads for each event
- Update Signing Event procedures and train board and volunteers on how to lead events
- Ensure that event leads submit event reports and deposit slips
- Track results of all signing events and work with Treasurer to reconcile financials for each event.
- Manage logistics, communications and volunteers for all multi-day signing events
- Assist in recruiting and training Signing Event volunteers to lead or co-lead events
- Post all Signing Events in online calendar system (TeamSnap)

#### **Marketing/Outreach/Public Relations**

- Collaborate with the Marketing Committee to develop marketing plans for the organization and for specific events
- Provide up-to-date event information to the Marketing Committee to ensure timely promotions
- Provide content for marketing materials and promotions as needed
- Ensure that sponsors and partners are recognized appropriately through CFC channels
- Act as a spokesperson for the organization as needed

**Calendar Sales**

- Secure new retail sales partners and outlets to increase Calendar sales revenue
- Manage relationships with existing retail sales partners to ensure annual renewals and increased revenue
- Manage sales process on Amazon.com
- Identify additional online sales channels and promotional strategies
- Support firefighters with their personal Calendar sales
- Collaborate with the Marketing Committee to develop strategies and promotions to increase sales revenues

**Administrative:**

- Activities related to the day to day management of the organization; including deposits, correspondence, calendar mailings, updating documents and responding to inquiries from the public.
- Count and deposit funds collected from firefighters and events as needed
- Prepare reports and updates for sponsors, retailers, the Board of Directors and committees as needed
- Coordinate contract review process with the Executive Committee
- Support the Executive Committee with data, information and records needed for financial and legal reporting
- Support committee chairs as needed

**Board of Directors:**

- Work with the Governance Committee to recruit, orient and support new board members
- Manage an efficient working partnership with the Board of Directors
- Work with the Board to promote active and productive participation from Board members through committees and special projects
- Prepare and disseminate reports to keep the Board fully informed on the condition of the organization

**Preferred Qualifications:**

- Bachelor's degree in marketing, nonprofit management, business management or related field, or equivalent experience.
- Experience in fundraising, sponsorships and event management
- Experience in retail or product marketing is a plus
- Self-motivated/directed and strong organizational skills
- Strong networking skills and proven ability to fundraise with diverse constituencies
- Intermediate to advanced computer skills and knowledge of software, including MS Outlook, Word, Excel, PowerPoint, Constant Contact, Facebook, and Word Press internet site management
- Capacity to organize and manage volunteers
- Exceptional written and oral communication skills.
- Keen attention to detail, accuracy, and deadlines.
- Experience in grant writing and process of attaining grants is helpful
- Experience partnering with or serving on a nonprofit board of directors

**How to Apply:**

Please email the following items to [coffcalendar@gmail.com](mailto:coffcalendar@gmail.com)

- Resume
- Cover Letter
- Contact information for three professional references

This is a part-time, exempt position averaging 30 hours per week. Hours are flexible and will include night and weekend events and meetings.

No phone calls please. EOE.