



Outdoors for All Job Description

Job Title: Events & Marketing Manager

Job Summary: Outdoors for All Foundation is seeking a detail oriented, collaborative Events & Marketing Manager to help bring our mission to life through high quality events and marketing execution. Reporting to the Senior Events & Marketing Director, this role implements and executes events and marketing plans established by senior leadership, managing day-to-day coordination of our Gala Auction, additional fundraising events, and donor, volunteer, beneficiary, and community outreach events. The position also supports email campaigns, social media, website updates, and event collateral to promote programs and elevate our brand. This role is essential to advancing fundraising, awareness, and community engagement efforts and works closely with the Senior Events & Marketing Director with support from the Events & Marketing Coordinator.

Reports to: Senior Events & Marketing Director

Key Responsibilities:

Event Management

- Implement the event vision, plans, and timelines established by the Senior Events & Marketing Director for the annual Gala Auction and Spreefest ensuring a high quality and impactful event experience.
- Coordinate and execute 2–3 large additional fundraising events throughout the year, following established goals, budgets, and project plans.
- Develop, maintain, and track event timelines, run-of-show documents, checklists, and logistical plans to ensure events are delivered on time and within the approved budget and scope.
- Coordinate with vendors, venue managers, and other external partners to secure necessary resources and services, following organizational procurement and contracting guidelines.
- Supervise and manage onsite volunteers and any temporary event staff, ensuring they are prepared, supported, and clear on roles and expectations.
- Support the Senior Events & Marketing Director in aligning all events with organizational goals, brand standards, and fundraising targets.
- Use Greater Giving (and similar tools) to support event setup, item entry, bidding, and reporting for the Gala Auction and other fundraising events.
- Work with the event team to secure items for the Gala Auction and other fundraising initiatives, including outreach, raffle, follow up, and tracking.
- Work with the Development team and Senior Events & Marketing Director to compile post-event metrics and feedback, using established templates and tools to help inform future planning.

Marketing & Communications Execution

- Implement marketing and communications plans provided by the Senior Events & Marketing Director for events, campaigns, and key initiatives.
- Draft, edit, and schedule event-related content including email campaigns, website updates, social media posts, flyers, and event signage in alignment with brand guidelines.
- Coordinate with internal staff to gather stories, photos, and event details to support marketing efforts and storytelling.
- Maintain event and campaign content on the website and event platforms, ensuring information is accurate, timely, and user friendly.
- Help manage a basic content calendar for events and campaigns, ensuring deadlines are met and deliverables are completed.
- Track basic marketing engagement metrics (email performance, social media engagement for event posts, registration trends) and share reports with the Senior Events & Marketing Director.
- Ensure consistent use of Outdoors for All branding, messaging, and visual identity across all event-related marketing materials.

Community Engagement & Collaboration

- Collaborate with the Senior Events & Marketing Director to support event-related sponsorships, including tracking benefits, managing logos and recognition, and ensuring sponsorships are fulfilled.
- Partner with community organizations and stakeholders to support beneficiary events, outreach events, and tabling opportunities that raise awareness of Outdoors for All.
- Work with the Volunteer Coordinator to support volunteer appreciation events, group volunteer opportunities, and community outreach events.
- Represent Outdoors for All at select outreach and community events to help grow awareness, build relationships, and strengthen the organization's presence.

Qualifications and Requirements:

1. Four years of experience planning and executing events, preferably including fundraising, nonprofit, or community events; experience supporting auctions or galas is a plus.
2. Experience executing marketing tasks such as social media posting, drafting email content, updating websites, or creating basic event collateral.
3. Demonstrated ability to implement plans, follow established strategies, and manage multiple priorities while working closely with a supervisor who sets direction and goals.
4. Strong project management skills, attention to detail, and consistent follow-through.
5. Excellent verbal and written communication skills and the ability to work effectively with staff, volunteers, sponsors, board members, and community partners.
6. Proficiency with MS Office Suite (Word, Excel, Outlook, PowerPoint).
7. Familiarity with Adobe Creative Suite, Canva, Greater Giving, Classy, WordPress, Constant Contact, Salesforce or other CRMs.
8. Ability to work occasional evenings and weekends to support events (advanced notice and scheduling will be given).
9. Bachelor's degree in a relevant field (communications, marketing, nonprofit management, hospitality, etc.) preferred, or equivalent combination of education and experience.
10. Ability to lift and carry up to 25 pounds for event setup and management.
11. Current Washington State Driver's License and proof of personal auto insurance.

12. Successful completion of a comprehensive background check.

Status: Full-time, non-exempt.
Salary: \$70,000 - \$75,000
Hours: Full-time, hybrid. 40 hours/week, Monday through Friday 9am-5pm, with occasional special event support requested at other times. In the office 3-4 days per week (Bellevue, WA).
Benefits: Medical, dental, 15 days of vacation, 9 paid holidays, accrued sick leave, retirement plan matching, Summit at Snoqualmie season pass, professional development association membership, educational funding and other benefits as outlined in the Outdoors for All Employee Manual.

Application Process:

To apply, please send a copy of your resume and cover letter to info@outdoorsforall.org. This position will remain open until it is filled.

The Outdoors for All Foundation does not discriminate in employment opportunities or practices based on race, color, religion, creed, gender (including pregnancy, childbirth or related medical conditions), age, national origin, citizenship, marital status, veteran status, medical condition, sensory, physical or mental disability, sexual orientation, political ideology, or any other characteristic protected by local, state or federal law.

The Outdoors for All Foundation will make reasonable accommodation for qualified individuals with known disabilities unless doing so will result in undue hardship for the organization.

Outdoors for All Foundation Mission

To enrich the quality of life for children and adults with disabilities through outdoor recreation.