



**Title:** Events & Marketing Manager

**Reporting to:** Development Director

**Direct Reports:** N/A, oversees event volunteers, agencies and contractors

**Works closely with:** Program Managers, Program Directors

**Budgeted Salary Range:** \$61,000 - \$70,000 (Dependent on Budget and Candidate Experience)

**Job Status:** Full-time, year-round

**Position Summary:** The **Events & Marketing Manager** is a key member of the development team and works closely with the programs team. They are responsible for planning and executing fundraising events, managing marketing initiatives, and building systems that support long-term growth. This role balances hands-on project management with collaborative work alongside other staff to ensure consistent messaging, impactful outreach, and streamlined systems across the organization.

This is an exciting opportunity for a creative, organized professional who thrives on ownership of their projects while also contributing to a collaborative team environment.

**Key Responsibilities and Accountabilities:**

GENERAL

- Lead and maintain a master marketing calendar in collaboration with program and development teams.
- Track and manage the advertising and marketing budget.
- Oversee small retail and gifting programs, ensuring accurate branding and inventory.
- Stay informed of programs, camps, and retreats through regular meetings with department heads.
- Occasionally shadow or work in the field with participants, staff, and volunteers.
- Support the Challenge Aspen Endowment fund through marketing and special events.
- Manage CRM/database records as they relate to events and peer-to-peer campaigns.
- Act as Manager on Duty one weekend shift every 6 weeks (Nov–April).
- Other duties as assigned.

MARKETING & COMMUNICATIONS

- Manage organizational marketing calendar, campaigns, and communications strategies.

- Oversee website content, email campaigns, and social media to engage donors, participants, and the community.
- Collaborate with program staff to promote adaptive recreation programs and share participant stories.
- Ensure consistent branding and messaging across all platforms.
- Coordinate advertising across channels, including imagery, copywriting, and creative direction.
- Manage the organizational email list; ensure new donors and participants are integrated.
- Produce and send the monthly newsletter with input from department heads.
- Manage social media accounts and collaborate on content and storytelling.
- Maintain and update marketing materials and inventory.
- Oversee creation of new materials: digital and print advertising, templates, copy, imagery, internal design, or coordination with contractors.
- Manage external creative projects with contractors (designers, web developers), acting as staff liaison.
- Catalogue and maintain organizational photo and video libraries.
- Steward and strengthen the Challenge Aspen brand.

## EVENTS

- Lead planning, logistics, and execution of signature fundraising events (gala, golf tournament, donor dinners, community events).
- Manage event logistics, vendors, budgets, and production schedules.
- Detailed tracking of event performance, participation, and donor engagement.
- Design, solicit, and execute sponsorship opportunities.
- Solicit and coordinate strategies for in-kind event contributions.
- Oversee marketing and sales of event tickets, sponsorships, and related activities.
- Determine volunteer needs for events and coordinate with the Volunteer Coordinator.
- Support third-party events and community fundraisers.
- Work with event committees of community volunteers.

## **Qualifications, Attributes & Key Success Factors:**

- 3–5 years of experience in event management, marketing, or communications (nonprofit experience preferred).
- Strong project management skills with ability to manage multiple priorities independently.
- Proficiency with marketing platforms (e.g., WordPress, MailChimp/Constant Contact, social media, Canva or Adobe Creative Suite).
- Experience building systems, workflows, or processes to improve efficiency.
- Excellent written and verbal communication skills.
- Passion for adaptive sports, recreation, or nonprofit mission-driven work a plus.
- Availability for some evenings and weekends as required for events, travel, and donor activities.
- Ability to track and report measurable outcomes for each project or event.

- Clear and consistent communication with managers and CEO.
- Highly organized, detail-oriented, and able to multi-task in a fast-paced environment.
- Understanding of various disabilities and behaviors, as well as adaptive recreation is a plus.
- Driven to produce positive outcomes for Challenge Aspen.

**Physical and activity requirements involved:**

- Daily
  - Operating office machinery
  - Remaining in a stationary position, often standing or sitting for prolonged periods
  - Repeating motions that may include the wrists, hands and/or fingers
  - Communicating with others to exchange information
- Occasionally
  - Moving self in different positions to accomplish tasks in various environments, including tight and confined spaces
  - Moving about to accomplish tasks or moving from one work site to another
  - Operating company motor vehicles
  - Light moving that includes moving objects up to 20 pounds

Email cover letter, resume, and references to [bsandstrom@challengeaspen.org](mailto:bsandstrom@challengeaspen.org)