



Stone House makes a difference in our community by caring for and protecting adult and child survivors of domestic abuse, and helping them rebuild safe, secure, independent lives of purpose and self-fulfillment.

As a staff member, you can change the lives of survivors and families who desperately need your talents, warmth, commitment and strength. By protecting Stone House participants and helping them discover a path forward, staff makes a difference every day.

Wilderness Heals Event Manager

Job description: The Wilderness Heals Event Manager works within the development team to fundraise, promote and develop relationships, and foster community engagement to support institutional advancement and financial growth. The primary focus of the Wilderness Heals Event Manager is to coordinate and manage Wilderness Heals, Stone House's largest annual fundraiser. They will be responsible for the event's year-round fundraising and community engagement strategy, including securing corporate sponsorships, maintaining relationships with event vendors, building hiker recruitment strategy, and developing an annual communication plan. The Wilderness Heals Event Manager is an ambassador for Stone House and plays a critical role in our success as the leader of our largest source of unrestricted funds, volunteers and other community relationships.

Responsibilities:

1. **Oversee all aspects of the planning and execution of Wilderness Heals, our annual pledge hike and largest fundraiser.**
 - a. Create and maintain the event's project plan to ensure all required tasks and payments are completed on time.
 - b. Manage documents and artifacts within Google Drive & Stone House shared drives to ensure collaboration and transparency for all Wilderness Heals event collaborators
 - c. Work with Chief Development Officer to determine, maintain and adhere to \$60,000 event budget
 - d. Work with Donor Data Manager to ensure donations such as

- checks and corporate matches are accurate and up to date in Salesforce & Pledgelt and given proper soft credit
 - e. Research and secure event sponsorships year-round; serve as their primary liaison
 - f. Serve as primary contact to required vendors year-round, such as the Appalachian Mountain Club, US Forest Service, bus companies, etc.
 - g. Hire, manage, and collaborate with Wilderness Heals Team Leader Coordinator to plan and execute all event meetings and logistics
 - h. Recruit base camp coordinator for Wilderness Heals event. Partner with Team Leader Coordinator to on-board and support Base Camp Coordinator
 - i. Oversee recruitment of Stone House staff to help with Friday send-off and Sunday closing ceremony
 - j. Stay on site at AMC Highland Center during the 3-day event in case of emergency
- 2. Oversee all aspects of Wilderness Heals event & community communication**
- a. Oversee and maintain Pledgelt event website
 - b. Oversee and maintain all Wilderness Heals social media channels year-round (Facebook private group for hikers, Facebook public page, and Instagram)
 - c. Manage and track current and historical hiker data
 - d. Serve as the primary contact for both in-person and virtual hikers on registration, orientations, meeting notifications, and fundraising
 - e. Engage the Wilderness Heals hike community with updates & events outside of hike season, like upcoming volunteer opportunities, social gatherings, etc.
 - f. Maintain relationships year-round with new and veteran hikers to build the hike community around the Stone House
 - g. Collect feedback from hikers to inform planning and preparation for the next year
- 3. Oversee all aspects of new hiker recruitment**
- a. Identify and manage the Wilderness Heals Recruitment and Outreach Committee to support the recruitment of in-person hikers
 - b. With the help of the Recruitment & Outreach Committee, plan, oversee, and manage a series of hiker recruitment activities, like registration kick-off, community tabling events, recruitment hikes, etc.
 - c. Build relationships with new community partners (like AMC, Outdoor Afro, Summits in Solidarity, Women Who Hike, etc) to build a diverse hiker recruitment pipeline
 - d. Create a schedule and conduct all new hiker orientations for first-time hikers
 - e. Serve as the primary contact for prospective and new hikers to

answer questions about Stone House, fundraising, or the 3-day event

4. **Oversee the growth and development of Wilderness Heals for future hike seasons**
 - a. Lead 30th anniversary committee to plan for Wilderness Heals' 30th season in 2025
 - b. With the help of the team leader coordinator and hike community, explore potential format or location changes to involve more hikers throughout the 3-day event
 - c. Work with Chief Development Officer to discover new ways to bring in more funds through Wilderness Heals
5. **As needed, assist the development team with additional fundraising and stewardship tasks throughout the year.**
 - a. Provide Senior Development Officer with Wilderness Heals photos and stories for inclusion in newsletters, social media, and donor thank you letters.
 - b. Work with Chief Development Officer to pitch Wilderness Heals related stories to PR representative
 - c. Attend agency wide events focused on fundraising, donor stewardship, and community engagement to help with set up, facilitation, and breakdown
 - d. Help the development team with any non-Wilderness Heals related tasks as needed.

Requirements and Qualifications:

- Degree in Event Planning, Communications, Public Relations or related field.
- Proven experience in event planning and event management.
- Ability to produce quality work in a consistent and timely manner.
- Ability to produce the quantity of work necessary to complete deliverables of position.
- Ability to interact with co-workers, volunteers, community and corporate partners and vendors in an articulate, pleasant, courteous, and business-like manner.
- Ability to work under pressure and deadlines.
- Ability to work independently, as well as part of a team. Adaptability to changing demands.
- Effective problem-solving skills.
- Excellent communication, organization, and multi-task management skills.
- Ability to work both on and off site.
- Working knowledge of Google Suite and Microsoft Suite products

Preferred Qualifications:

- Experience recruiting and managing volunteers.
- Existing community relationships.

- Social media management skills.
- Knowledge Salesforce

Internal and External Contacts:

- This position interacts with the Stone House executive leadership team, development department and other Stone House staff, board members, volunteers, sponsors and corporate and community partners.

Reporting Structure:

- The Wilderness Heals Event Manager reports to the Chief Development Officer.

Additional Qualification Requirements:

To perform this job successfully, an individual must be able to perform each essential function in a satisfactory manner. The requirements listed above are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Requirements:

The physical demands described are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Finalists for the position should be prepared to show proof of valid, complete COVID-19 vaccination status.

Hours and Compensation:

Full-time. 40 hours per week. Daily schedule to be negotiated. Some evening and weekend work may be required. This job will contain both on site and remote work.

Salary of \$55,000 - \$60,000 based on experience with benefits available.

Diversity and a Commitment to a Quality Workplace.

Stone House is an Affirmative Action and Equal Opportunity Employer. We are committed to fair and impartial treatment in all our relations with employees, as well as applicants for employment, to recruit, upgrade, train, and promote in all job titles without regard to race, color, gender, gender identity or expression, sexual orientation, religion, age, national origin, disability, marital status, protected veteran status, genetic information, or any other legally protected characteristic. In addition, Stone House complies with applicable state and local laws prohibiting discrimination in employment in each jurisdiction in which it maintains facilities. Managers base employment decisions on the principles of Equal Employment Opportunity, including but not limited to decisions concerning recruiting, hiring, upgrading, and downgrading, discharge, training, promotions (in all

job titles), compensation, benefits, layoffs, returns from layoffs and social and recreational programs. The intention behind our policy is to provide an equal employment opportunity program that will simultaneously serve the requirements of society, the law, sound business practices, and individual dignity. By this program, Stone House wishes to ensure that all employees can make their maximum contribution to Stone House and to their own career goals.

To apply, email a cover letter and resume to Gina Varamo at gvaramo@stonehouseinc.org. Applications will be accepted on a rolling basis.