



## **Pop Culture Classroom: Event and Sponsorship Manager**

**Title:** Event and Sponsorship Manager

**Reports to:** Executive Director

**Summary:** Full-time position responsible for planning, organization, and execution of Pop Culture Classroom's events and sponsorships.

**Compensation and benefits:** \$50,000 annual salary. Benefits include fully paid employee health insurance, 3% matching retirement plan contribution, and a generous vacation policy.

**Description:** Pop Culture Classroom (PCC) is a Denver-based educational nonprofit that offers pop culture-based educational programs in schools, youth centers, libraries, nonprofits, and detention centers across Colorado. Our mission is to inspire a love of learning, increase literacy, celebrate diversity and build community through the tools of popular culture and the power of self-expression

We are currently seeking an Event and Sponsorship Manager to develop events and manage relationships with community stakeholders to support long-term strategic goals of Pop Culture Classroom and all our associated programs. Our ideal candidate is someone who has a passion for event management, a background in pop culture (comics, gaming, art, design, digital media, etc.) and/or education, and has a proven track record of building strong and sustainable relationships with volunteers, sponsors, vendors, and community partners. The Event and Sponsorship Manager should be an enthusiastic, highly organized, creative, detail-oriented, and motivated professional able to anticipate project needs, discern work priorities, and meet deadlines.

The Event and Sponsorship Manager is a member of the Pop Culture Classroom (PCC) leadership team and serves as a key leader of organization-wide strategic priorities. The Event and Sponsorship Manager will work closely with the Executive Director and other member of PCC's staff to implement and deliver on PCC's mission and strategic plan.

This is a full-time position. The Event and Sponsorship Manager reports to the Executive Director.

### **Duties & Responsibilities:**

#### **Event Planning and Execution**

- Identify all operational needs for successful execution of programs and events, and work with colleagues to implement logistical requirements (e.g. negotiate costs and services with vendors, book event space, arrange food and beverage, order supplies/decorations, coordinate audiovisual equipment & operation, make travel arrangements, etc.)
- Lead event planning and production meetings and discussions.

- Work with staff to develop relevant and engaging content for programs, including brainstorming topics and issues, identifying speakers and moderators, tracking ideas for programs, and prioritizing those to pursue.
- Consult and collaborate on marketing strategies to support promotion of programs and efforts to build audience and awareness for programs.
- Secure and manage the staff and volunteers working events.
- Manage the follow-up with vendors, sponsors, staff, and volunteers following each event.
- Track expenses, manage the budget, and provide periodic reports.
- Participate in community events and programs, including those held on evenings and weekends, as needed (e.g. tabling booth, networking events, etc).
- Other duties as assigned.

### Sponsor and Volunteer Engagement

- Establish and maintain ongoing, strong relationships with various non-profits, educational institutions, organizations, businesses and other sponsors and community stakeholders to support their connection to PCC programs and community.
- Research and identify various sponsorship and volunteering opportunities.
- Solicit, strengthen, and support relationships with new and existing sponsors and volunteers.
- Work with staff to develop resources that enhance the volunteer experience and encourage retention and recruitment efforts.
- Conduct direct outreach to solicit new and strengthen existing relationships with prospective sponsors and volunteers, and to build audiences for individual events.
- Establish and maintain volunteer and sponsor relationship management protocols and policies.
- Create sponsorship packages.
- Develop and maintain centralized database/list of sponsors, volunteers, and others as needed.
- Other duties as assigned.

### **Required Qualifications:**

- Minimum of 2 years of experience planning and executing complex events
- Minimum of 2 years of experience in developing, securing, and retaining sponsorships (local experience is a plus, especially in the nonprofit sector)
- Experience working with and managing volunteers
- Ability to thrive and work effectively both individually and as part of a small team in a fast-paced environment with multiple demands on attention
- Dynamic, flexible, and highly organized with exceptional attention to detail and the ability to manage multiple projects
- Professional, courteous, cooperative, and positive in interactions with colleagues, partners, stakeholders, and others
- Demonstrated leadership, reliability, stability, and responsibility

- Passionate about creating memorable experiences and opportunities for connection through events, both in-person and virtual
- Excellent planning, organizational, and problem-solving skills
- Excellent verbal and written communications and interpersonal skills
- Strong computer skills to include Microsoft Office, CRM, databases, event registration systems, project management tools, Zoom, Asana, etc
- Comfortable carrying materials (up to 30 pounds)
- Availability to work some events and weekends as needed for events

**Desired Qualifications:**

- Bachelor's Degree or higher
- Experience working with K-12 students
- Experience with contemporary pop culture and knowledge of its influences/history
- Experience or familiarity with utilization of pop culture as an educational tool

**To Apply:**

Send resume and cover letter via email to [jobs@popcultureclassroom.org](mailto:jobs@popcultureclassroom.org). Applications are due by **February 1<sup>st</sup>, 2022**.

This is a full-time (40 hr/wk) position based at the PCC offices, though PCC maintains a flexible remote work policy. Some evening and weekend work will be necessary, and additional hours of work may be required.

Annual salary is \$50,000.

PCC provides fully paid employee health insurance, a 3% matching retirement plan contribution, and a generous vacation policy. Pop Culture Classroom is an equal opportunity employer and is committed to the belief that each individual is entitled to equal employment opportunity.

Any applicant who advances through the interview process must pass a background check.