

# Third Party Events Officer



## The Opportunity

In consultation with the Executive Director, Finance Manager, and Revenue Development and Communications (RDC) Supervisor, the **Third Party Events Officer** will solicit and manage third party events while representing YESS as the YESS ambassador. This position oversees the relationship-building process and is the primary contact for both new and existing community partners in an effort to fulfill our mission by developing and expanding our outreach and opportunities to the community. Reporting to the RDC Supervisor, the Third Party Events Officer will monitor, coordinate, and support all aspects of third party events and community fundraising initiatives with a focus on the identification, development, and implementation of strategic plans and tactics for growing YESS's community presence, fundraising, and business relationships.

## About YESS

Based in Edmonton, Youth Empowerment & Support Services provides immediate and low-barrier shelter, temporary housing, and individualized wrap-around support for youth ages 15-24. We focus on working collaboratively with our youth-supporting partners on prevention and diversion out of homelessness. And ultimately, we aim to walk beside traumatized youth as they heal through relationships.

YESS offers a total of four programs to support and meet our youth wherever they may be in their journey. These programs include an overnight shelter where youth can find a safe, secure, and immediate place to stay with resources to prevent them from becoming homeless or divert them out of homelessness; a daytime resource centre where youth can access a variety of services including medical care, addictions and mental health counselling, life skills and employment readiness, help with housing resources, and more; and two transitional residences for youth who need the stability and support of a longer term residence where they can achieve their own identified successes and build healthy relationships.

## Why Work at YESS?

YESS is a compassionate, fun-loving organization that thrives on diversity and collaboration. At YESS you will have the opportunity to inspire and impact young lives and the community around them. We focus on building coaching and leadership skills at all levels and as a result, our organization is full of leaders who work together to walk beside traumatized youth. We strongly believe in professional development and work to support our team in continuously working to develop their professional competencies. We promote an active learning environment and prove that through the wide variety of training opportunities

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that are offered to our team. YESS empowers not only our youth, but also our teammates in an environment that feels safe and welcomes your voice.

## The Ideal Candidate

An ideal YESS candidate is open, honest, and collaborative. They are passionate about helping youth and creating a community that heals together. When they see something that needs to be done, they take the initiative and do it. They take pride in sharing their ideas, are accountable, and make leadership-based decisions to improve relationships.

We are looking for a passionate, outgoing, and detail-oriented professional with extensive experience working in a customer-orientated environment. The Third Party Events Officer will possess an understanding of and enthusiasm for YESS's mission, philosophy, values and Third Party activities. The successful candidate will be a high-achiever with an excellent work ethic, able to work independently, initiate projects, and manage their work and time effectively in an environment where team-work, collaboration and flexibility are essential. Genuinely passionate and personable, the ideal candidate be eager to grow and learn, and will be proactive in bringing forward innovative ideas in a clear, articulate and inspiring manner.

## Key Duties and Responsibilities

### Drive Donation Growth

- Meet or exceed Budgeted Third Party Events financial goals
- Identify and promote relationships with donors who can be further cultivated for major gifts
- Oversee, coordinate and monitor the Third Party Events strategy & operations
- Use a 'beginning to end' strategy to ensure Third Party fundraisers operate seamlessly and warrant as a positive partnership with YESS
- Manage and coordinate strategies for information of new donors and events, retaining donors and events, and graduating attendees to becoming direct donors to YESS
- Present involvement opportunities for Third Parties portfolio through volunteerism and tours
- Actively lead, identify and research Third Party event opportunities
- Develop & manage a peer-to-peer giving strategy, in conjunction with the Annual Giving Acquisitions Strategist to acquire and retain new donors
- Represent YESS at Third Party events and assist with YESS hosted events
- Coordinate and host tours of YESS facilities alongside the Volunteer department
- Collaborate with the Communications Coordinator to ensure social media coverage of each event and the engagement of third party event stakeholders through social media

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- Purposefully build the relationship with United Way and be an ambassador to further the YESS brand into corporate Edmonton and inviting corporations to volunteer and engage with YESS

## Manage Reporting and Segmentation

- Ensure data integrity of online and offline fundraising databases are maintained and monitored as per best practices and policies
- Monitor and evaluate all Third Party Events and pursue opportunities for revenue growth
- Identify existing and new presentation opportunities with corporations, schools and communities (service groups, faith communities, etc.)
- Convert Third Party Event attendees, participants, and organizations into YESS donors

## Qualifications

### Education, Experience and Competencies

- Post-secondary degree or diploma preferred, or 2-4 years related work experience in fundraising, sales, events, marketing or account management
- Experience in Third Party Event administration and working with databases
- High level of understanding and experience with computer programs such as Microsoft Office and Outlook
- Evidence of superior relationship-building skills and interpersonal skills to engage stakeholders both internally and externally
- Excellent communication and public presentation skills with ability to present to both small and large groups
- Proven ethical practice using a high level of integrity and good judgment
- Attention to detail, strong organizational skills, and demonstrated ability to manage a variety of complex projects concurrently to a high standard of excellence
- Ability to work independently and in a team environment, and use independent judgement to troubleshoot issues
- A strong work ethic, combining energy, enthusiasm, initiative to exceed expectations
- Reliable transportation and a flexible schedule, as early morning, evening, and weekend hours will be required
- Acquired Canadian Fund Raising Executive® CFRE® credential (or working towards certification) is an asset

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## Other Requirements

- \$1 million PLPD (see YESS policy manual).
- Must possess a valid Class 5 driver's license.

## How to Apply

Please e-mail your cover letter and resume to [Louise.Hogg@yess.org](mailto:Louise.Hogg@yess.org)

At YESS, we embrace diversity and offer equal opportunities to all qualified applicants. We welcome your application regardless of origin, culture, ethnicity, age, ability, gender identity or faith.

Please note that we are a dog-friendly workplace.

Thank you to all those apply. Only those short-listed will be contacted for an interview.