

# Marshall School

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**Position Title:** Special Events and Programs Manager  
**Reports to:** Associate Head for External Relations

## **Position Summary**

The Special Events and Programs Manager is responsible for every facet of organizing and marketing special meetings, events, and outside programming at Marshall School. Reporting to the Associate Head for External Relations, this position collaborates with Marshall School employees, vendors, families, alumni, donors, and guests to control critical events from conception to clean up. In addition to managing internal and external events, the Special Events and Programs Manager will develop outside relationships to promote Marshall School facility rental for outside events and programming. Working closely with other members of the External Relations team and the Business Office, the Special Events and Programs Manager will develop events and programs and market school facilities in a way that promotes Marshall's vision, mission, and opportunities, while maintaining and growing reliable revenue streams for the school.

## **About Marshall School**

Marshall School is a 4-12 independent school in Duluth, Minnesota, serving students and their families from around the region, as well as the 30-40 international students yearly who live in our on-campus residence hall. The school is a vibrant, engaging center for innovative learning and exploration. Marshall's mission, "to educate students to become global citizens who demonstrate strong academic habits, respect, compassion, integrity, self-discipline, and intellectual curiosity" is woven into every aspect of daily life at Marshall School.

## **Essential Duties and Responsibilities**

### *Event Management*

- Design and implement creative, innovative, mission-centric events for Marshall School. Major events for which this position will be responsible include, but are not limited to, Grandparents and Grandfriends Day (November), Marshall annual dinner auction (March), and alumni reunion weekend (July). In addition, the position will support smaller events throughout the year.
- Develop a complete logistical plan for each event, including but not limited to: budget development and adherence, event design, timeline, volunteer management, event procedures, and continuous improvement plans.
- Establish and maintain effective relationships with faculty, staff, vendors, families, alumni, donors, and community members. Interact collaboratively with these constituents to provide leadership and professional expertise and to serve as an event resource.
- Strive to provide exceptional hospitality for all internal and external stakeholders, as well as event guests.

- Collaborate with vendors, colleagues, and volunteers to produce seamless events. Research and analyze area venues and vendors to ensure competitive services and pricing. Ensure compliance with insurance, legal, health and safety obligations.
- Provide oversight to all volunteers. Ensure volunteer needs are supported, assigned and maintained for all events. Actively recruit new volunteers, and cultivate positive relationships with volunteers.
- Collaborate with marketing staff to promote, market and create communications for all Marshall events.
- Work with the Database Manager and Business Office in the processing of all deposits and necessary reporting through Raiser's Edge and OneCause software. Review reports for accuracy and reconciliation.
- Creatively problem solve to find solutions to challenges. Proactively handle issues and troubleshoot emerging problems.

#### *Facility Rental and Program Development*

- Market Marshall facility rentals to individuals and community groups to maximize revenue for Marshall School, safeguard the primary educational mission of Marshall, and create exceptional experiences for Marshall's outside guests.
- Meet with prospective rental clients to creatively match their needs with Marshall's available facilities and amenities, present ideas and solutions to renter requests, direct event set up as appropriate, communicate with staff, make introductions, and ensure all arrangements are agreeable.
- Obtain feedback from all constituents to guarantee satisfaction and improve facility rental experience.
- Assess opportunities to maximize rental revenue in specific Marshall facilities and time periods by working with internal and external groups to develop or attract specific programming. These efforts will include, but not be limited to, optimizing Marshall House (Marshall's on-campus residence hall) during the summer months.

#### **Skills and Qualifications**

- Bachelor's degree.
- At least 3 years of progressively responsible development and/or events experience in a dynamic work environment, preferably in a nonprofit environment.
- Excellent customer service and interpersonal skills.
- Creativity and awareness of trends in event and special program development.
- Excellent organization skills.
- Ability to remain calm during the high pressure of an event in progress.
- Sophisticated negotiation skills.
- Problem solving skills to quickly resolve issues as they occur.
- Sales skills and the ability to build productive business relationships.
- Ability to manage multiple projects independently.

- Practical knowledge of food and beverage preparation and service and social etiquette, especially in regards to private events.
- Flexibility and a good sense of humor.
- Demonstrated ability to stay motivated and be a team player.
- Experience working in a donor database, website, and with online e-marketing tools.
- Ability to handle sensitive information with confidentiality.
- Ability to occasionally travel for work and be available for some nights and weekends.

**Terms of Employment:** This is a 12-month, full-time position.

**Salary and benefits competitive regionally.**

**Please direct all inquiries to:**

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*Marshall is an equal opportunity employer committed to enriching education and promoting opportunity through a culturally diverse faculty, staff, and student body. Candidates of diverse racial, ethnic, and cultural backgrounds, and persons with disabilities are strongly urged to apply.*