



Strengthening Public Defenders.  
Transforming Public Defense.

## Events and Marketing Manager Job Description

The Events and Marketing Manager reports to the Director of Advancement and oversees all aspects of event production, marketing, and graphic design for Gideon's Promise. This full-time, salaried position manages philanthropic event planning and logistics, designs and produces marketing materials, and coordinates project management activities to ensure consistent brand representation and operational excellence. The position serves as a key connector between internal teams, event vendors, and external stakeholders to advance the organization's mission through dynamic events and communications.

### Duties and Responsibilities:

#### Event Planning and Fundraising

- Lead planning and execution for all organizational events, including fundraisers, board meetings, and the Summer and Winter Institutes.
- Manage event subcommittees, vendors, sponsorship fulfillment, budgets, and timelines.
- Oversee event conceptualization and implementation to create mission-driven experiences.
- Track and report on event income and expenses.
- Support relationship management for corporate sponsors, donors, and event attendees and manage cultivation and stewardship efforts for this portfolio.

#### Marketing and Design

- Together with development consultant, Individual Giving Officer and programs team, design and produce organizational communication materials including annual reports, newsletters, direct mail pieces, event invitations, and social media graphics.
- Maintain brand consistency across all marketing channels.
- Implement and schedule social media and website content.
- Collaborate with the Individual Giving Officer to align donor communications with marketing strategy.
- Lead the creation and maintenance of organizational awards and maintain contact with past recipients.

#### Project and Office Management

- Oversee Gideon's Promise merchandise inventory and fulfillment.
- Manage social media calendars and posting schedule.
- Provide logistical support for internal and external meetings and events.
- Assist in day-to-day office management as needed.

### Qualifications:

- A minimum of two (2) years' experience in a non-profit development setting.
- At least five (5) years of event management experience required, and four (4) years of graphic design experience (Canva or similar) is ideal.
- Proficiency of Microsoft Office Suite and familiarity with CRM or project management tools.

- Strong project management and vendor coordination skills.
- Excellent written and verbal communication skills.
- Demonstrate high level of diplomacy, sound judgment, and discretion when dealing with donors, volunteers, and community professionals.
- Ability to balance creativity and operational efficiency.
- Proven success managing multiple priorities in a fast-paced environment.
- Lifting and packing event boxes, up to 50 pounds.
- Ability to work some nights and weekends based on events and workload
- **Specialties:** Event Management, Project Management, Marketing

### **Compensation and Company Offers:**

- Salary range: \$65,000-\$75,000, commensurate with experience and qualifications
- Medical, dental, and vision insurance
- Life Insurance
- 401(k) retirement plan
- Paid vacation, personal time off, and holidays
- Hybrid work environment based in Atlanta, Georgia office

To apply for this position please email all of the following: cover letter, resume, and three references to [info@gideonspromise.org](mailto:info@gideonspromise.org).