American Liver Foundation
Regional Walk Manager (New York Based)

The American Liver Foundation (ALF) is the nation’s leading non-profit organization promoting liver health and disease prevention. ALF provides research, education and advocacy for those affected by liver-related diseases.

PRIMARY FUNCTION/PURPOSE:

The Regional Walk Manager will report to the National Director of Special Events and will manage the strategic planning, implementation and evaluation of fundraising efforts through Liver Life Walk events in Southern California, Northern California and Portland, Oregon. With direction from the National Director of Special Events, this position will also work closely with division leadership in Southern and Northern California to ensure that annual objectives and goals are achieved.

Essential Responsibilities

- Under the leadership of the National Director of Special Events, drive fundraising through the development and delivery of Liver Life Walk and industry best practices.
- Collaborate with National Director of Special Events and division leadership to drive and deliver greater revenue and stronger relationships, with a focus on planning, coaching, partnering, stewarding and effectively executing, to increase sponsorships, team recruitment and revenue, engage the liver community and promote retail involvement.
- Recruit, train and engage local planning and revenue-generating committees and recruit leadership volunteers who will be door openers and doers for fundraising campaigns.
- Regularly review budget and forecasts to inform National Director of Special Events, national senior management and division leadership of areas of opportunity and risk for Liver Life Walk campaigns while adhering to event budgets and national reporting protocol.
- Create and manage annual Liver Life Walk operational plan, including marketing, budgeting and project management.
- Manage Liver Life Walk marketing and promotional resources such as the events websites, print materials, email communications and social media.
- Identify and recruit in-kind corporate sponsors and build relationships with company representatives in conjunction with the division leadership.
- Attend and coordinate all logistical aspects of Liver Life Walks for designated locations
- Complete special projects as assigned and partner with national departments when applicable to ensure organizational excellence.
- Actively participate in learning opportunities for professional growth and self-improvement.
- All other duties as assigned.
Qualifications

Education:

- Bachelor’s degree or equivalent education, training and experience.

Experience:

- Five-plus years in non-profit, peer-to-peer fundraising, event planning and execution or relevant experience preferred.
- Direct experience in managing and growing walks.
- Excellent relationship and volunteer management skills.
- Strong written and oral communication skills.
- Must be able to analyze financial goals and fundraising reports and generate required reports on a timely basis.
- Strong skills working with Microsoft Office applications (Word, Excel, PowerPoint), especially Excel.
- Online database and Word Press experience a plus.
- Ability to meet deadlines, stay organized and manage several projects in a fast-paced environment.
- Must be an enthusiastic team oriented individual with an attitude of "pitch-in," and "no-job-is-too-small," on multiple events, while handling pressure with grace.
- Self-motivated with initiative and independent actions within the scope of responsibilities.
- Ability to lift and carry a minimum of 25 pounds.
- Ability to work a flexible schedule with occasional night/weekends including travel during peak event periods.
- Must have valid driver’s license, access to a reliable vehicle, good driving record and proof of automobile insurance.

WORK ENVIRONMENT:

Standard office setting. Position will work from the New York office. Telecommuting is not an option.

EEO:
The American Liver Foundation (ALF) will aspire to involve every segment of the community in every aspect of its work and will demonstrate its commitment to and accountability for an inclusive environment in which differences are recognized, respected, valued and celebrated.

TO APPLY:

Please submit a cover letter, including salary requirements, and resume to Kelly Smith, National Director Special Events at ksmith@liverfoundation.org.