ST. MARY'S SCHOOL
World-sized hearts. World-class minds.

JOB DESCRIPTION

PARENT ENGAGEMENT AND EVENTS MANAGER

Reports to: Director of Leadership and Annual Giving

Status: Full-time, salaried, exempt, 12 month position

Summary: Build and strengthen the St. Mary's community through meaningful parent engagement, volunteer leadership, and exceptional event experiences. This highly collaborative, hands-on role requires a relationship-driven professional who thrives on bringing people together, takes ownership of complex projects, and brings both creativity and strong execution to the School's signature fundraising and community events.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Parent Engagement & Community Building

- Partner with Advancement and Development leadership to create and implement parent engagement strategies that support community connection, retention, and philanthropy.
- Serve as a key point of contact for current parents, fostering trust and strong relationships across grade levels.
- Create opportunities throughout the year for parents to connect with one another and with the school in meaningful ways.

Event Planning, Management & Execution

- Lead the strategic planning, management, and execution of all Development-led events, including marquee fundraising events such as the Benefit Dinner & Gala and Golf Tournament, as well as community and PTF-partnered events including Founders Day, Teacher and Volunteer Appreciation, Parent Education Series and family social events.
- Develop event goals, budgets, timelines, and benchmarks in collaboration with Advancement leadership.
- Manage all event logistics, including venue selection, vendor and contract management, run-of- show planning, on-site execution, and coordination of a comprehensive Advancement events calendar.
- Ensure events reflect St. Mary's values and brand while collaborating proactively with campus partners, including Operations, Facilities, FLIK (onsite dining partner), Security, and Technology, to balance hospitality, safety, and operational needs.

- Partner with the Development Associate on event administration and logistics support, including registration links, volunteer sign-ups, RSVP tracking, and related systems, while maintaining overall ownership of event planning and execution.
- Own the on-site storytelling and guest experience, particularly with the Gala, working in partnership with leadership and Marketing & Communications to ensure event themes, messaging, visuals, and day-of materials come together in a cohesive and compelling way.

Communications & Parent-Facing Messaging

- Own and manage parent-facing communications related to events and engagement, ensuring clarity, consistency, and ease for families.
- Draft and coordinate communications across multiple channels, including weekly newsletters, standalone emails, PTF communications, room parent messaging, and event collateral.
- Collaborate closely with Marketing & Communications while serving as the internal lead on content, timelines, and messaging related to parent engagement and events.
- Ensure parents have a clear understanding of what, when, and how to engage throughout the year.

Volunteer & Parent Teacher Fellowship (PTF) Leadership

- Recruit, train, and support parent volunteers, committee chairs, and event leaders.
- Serve as the primary liaison to the Parent Teacher Fellowship (PTF), guiding productive and positive collaboration between parent leaders and the school.
- Support PTF Board operations, committee structures, role clarity, and annual planning.
- Partner with the Advancement team to enlist and support room parents.
- Design and execute volunteer recognition efforts throughout the year.

Sponsorships, Revenue & Budget Management

- Partner with the Director of Annual & Leadership Giving to identify and manage event sponsorship and corporate engagement opportunities.
- Own the execution and stewardship of event sponsorships, including recognition and fulfillment.
- Identify opportunities to grow event revenue and enhance sponsor and donor experiences.
- Develop and manage event budgets, ensuring alignment with financial goals and strong return on investment.

Metrics, Reporting & Continuous Improvement

- Track event attendance, engagement, and participation metrics using Veracross and internal systems.
- Prepare post-event reports, including insights and recommendations for future planning.

- Contribute event data, volunteer highlights, and engagement content for Advancement communications and publications, and maintain documentation to support continuity and future planning.

Additional Responsibilities

- Maintain strong working relationships with parents, faculty, staff, and volunteers.
- Handle confidential and sensitive information with discretion and professionalism.
- Attend Advancement team meetings, PTF Board meetings, Development Committee meetings, and other meetings as appropriate.
- Manage assigned Advancement budget line items.
- Support the School and its leadership.
- Perform other duties as assigned by the Executive Director of Advancement and Head of School.

Minimum Qualifications & Requirements:

1. Bachelor's degree from an accredited college or university or equivalent professional experience.
2. Minimum of 5 years of experience in nonprofit development, event management, fundraising and/or community engagement preferably at an Independent School.
3. Experience recruiting, training, and managing volunteers.
4. Strong project management, organizational, and follow-up skills.
5. Outstanding interpersonal skills with a strong customer service focus, both internal and external.
6. Excellent written and oral communication skills.
7. A proactive, resourceful self-starter who takes ownership, anticipates needs, and thrives in a fast-paced, event-driven environment.
8. Exceptional interpersonal skills, emotional intelligence, and sound judgment, with the ability to build relationships, lead volunteers, navigate competing priorities, and collaborate effectively across diverse personalities.
9. A genuine enthusiasm for event planning and execution, with the creativity, attention to detail, and energy to manage events from initial concept through successful completion.
10. Proficiency with Microsoft Office Suite, Google Workspace and CRM systems; Veracross experience a plus.
11. This role requires flexibility to work evenings and weekends in alignment with the school's event calendar.

Physical Requirements & Work Environment

- **Standing and Walking:** Ability to stand and walk for extended periods, often on hard surfaces or uneven terrain, during venue walk-throughs and day-of event execution.

- **Lifting and Carrying:** Ability to routinely lift, carry, push, or pull event materials, supplies, boxes, and signage weighing up to 25–30 pounds.
- **Mobility and Setup:** Frequent bending, kneeling, stooping, reaching, and crouching required to set up displays, arrange tables, place centerpieces, and pack event materials.
- **Visual and Auditory Acuity:** Ability to communicate effectively in noisy, crowded environments (such as galas or outdoor tournaments) and visually inspect event setups, contracts, and digital screens.
- **Manual Dexterity:** Frequent use of computer keyboards, tablets, event registration systems, and fine motor skills for assembling small items like name badges, lanyards, or favors.
- **Environmental Conditions:** Ability to work in varying environments, transitioning between indoor office settings, large event halls, and outdoor campus or venue locations subject to temperature and weather changes.
- **Stamina:** Ability to sustain energy and focus during long shifts, including early mornings, late evenings, and weekends required by the event calendar.