



## **JOB ANNOUNCEMENT**

### Events Marketing Manager

#### **About the Organization**

Valley Health Foundation (VHF) is a non-profit charitable organization that raises funds to support the County of Santa Clara Health Care (Health System). Serving 1 in 4 residents of Santa Clara County, this system includes O'Connor Hospital in San Jose, St Louise Regional Hospital in Gilroy, and Santa Clara Valley Medical Center (SCVMC) in San Jose, Silicon Valley's busiest hospital and the only one providing care to everyone, regardless of insurance status or income level. Valley Health Foundation is a dynamic and successful fundraising organization that fosters an energetic, collaborative work environment. More information can be found at [www.valleyhealthfoundation.org](http://www.valleyhealthfoundation.org).

#### **Position Summary**

The Event Marketing Manager is responsible for developing and implementing marketing initiatives for VHF events. VHF has a well-established and highly successful event program that includes multiple galas, a 5k/10k road race, a golf tournament, and more. This position reports to the Chief Events & Marketing Officer and works closely with all departments to help plan and execute multiple events throughout the year.

Supervisor: Chief Events & Marketing Officer  
Status: Regular full-time, exempt (salary) position  
Schedule: 40 hours per week with some weekend or evening work required  
Location: San Jose and Santa Clara County, California

#### **Responsibilities**

- Develop a marketing and communications plan for a robust year-round event calendar.
- Produce marketing and media content, including print and digital graphics, invites, documents, banners, and flyers.
- Plan promotional events and activities to support marketing initiatives.
- Collaborate with multiple teams and external vendors to develop and implement traditional and innovative marketing and communication projects.
- Co-manage production of all major events, including logistics, promotion, advertising, and production and distribution of collateral and materials.
- Partner with stakeholders, volunteers, and influencers to support marketing initiatives.
- Manage social media content for multiple social media channels.
- Responsible for hitting attendance and fundraising goals for multiple events.
- Create and maintain event registration platforms.
- Create strategies to promote Foundation events, activities, and impact on Health System staff.

### **Qualifications, Knowledge, and Abilities**

- 5+ years of proven effective management and production of event marketing, with demonstrated ability to achieve fundraising and attendance goals.
- Ability to develop and implement comprehensive marketing plans.
- Multi-tasker with experience working on multiple events at once.
- Excellent written and verbal skills
- Knowledge of best practices for graphic design, multimedia production, and creation of print and social media content
- Ability to motivate and manage vendors and volunteers to perform high-quality work.
- Excellent computer skills
- Graphic design skills experience a plus
- Photography and digital media production skills a plus
- Demonstrated the ability to work effectively in a collaborative team environment with various work styles.
- Strong commitment to the VHF's mission, goals, and values
- Ability to occasionally work nights and weekends during special events
- A function of this job may require lifting and lowering of equipment, boxes, and other heavy materials that may weigh up to 35 pounds. To do this, you must be able to adjust your body position frequently to bend, stoop, stand, turn, and walk.
- Ability to move around Health System campuses required as needed.
- A personal vehicle is required for travel throughout Santa Clara County. Mileage is reimbursed at the federally approved rate.

### **Compensation and Benefits**

- Annualized salary of \$92,000, or based on experience, based on 40 hours/week full-time equivalent.
- Comprehensive health and dental benefits.
- Simple IRA with 3% employer match.
- Generous Paid Time Off (17-20 days annually).
- Paid Sick Leave (7-10 days annually).
- Federal and County holidays (13 days annually).
- At-home work is allowable up to 50% days per week.
- Paid Time Off and County holiday pay will be prorated according to the number of hours in a regularly scheduled shift.
- Credit Union membership.
- Training and professional development opportunities.

### **Application Instructions**

- The position will remain posted until filled.
- Interested applicants should submit a resume, cover letter, and three references to [jobs@vhfca.org](mailto:jobs@vhfca.org). Valley Health Foundation will not contact references until the final stages of the interview process. Applicants will be



notified before any contact with the provided references. The application process is confidential.

**Practicing Cultural Humility**

Valley Health Foundation values diversity in experiences, cultures, and perspectives. This diversity is vital to advancing innovation and critical thinking, solving complex problems, and creating an inclusive community. Because we seek a workforce with a wide range of perspectives and experiences, we encourage diverse candidates to apply, including people of color (particularly under-represented minorities), women, veterans, members of LGBTQIA communities, and individuals with differing abilities. We welcome applicants who will help us advance our commitment to an inclusive workplace and who desire to join a staff engaged in addressing issues of diversity, equity, inclusion, and respect.