



## Junior Achievement of Wisconsin, Inc. Position Description

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**Position:** Events & Marketing Manager  
**Primary Focus:** Northeast Region  
**Status:** Part-time, 25 hours/week  
**Work Environment:** Hybrid

**Leader:** Director of Development  
**Team:** Development  
**FLSA Status:** Hourly / Non-exempt

### **A POWERFUL PURPOSE:**

At Junior Achievement (JA), we believe in teaching real skills for real life. A community connected education partner, Junior Achievement of Wisconsin's purpose is to prepare young people for economic success. JA of Wisconsin – NE Region reaches more than 22,000 students in Northeast Wisconsin annually with relevant, hands-on learning experiences that teach young people to manage money, plan for their economic future, own their own businesses, and become career or college ready.

Junior Achievement team members are known for their passion for the JA mission that brings together business and education to work with students in kindergarten through high school. These students are empowered to own their economic success. Members of the JA team interact with community leaders who support JA with their time, experience, and talent. Junior Achievement of Wisconsin offers a collaborative, inclusive work environment and the opportunity to impact the lives of young people in our community.

### **POSITION CONCEPT:**

The Events & Marketing Manager plans and executes youth-focused and fundraising events and develops an annual marketing plan. This role expands the organization's representation in key community groups and serves as the primary staff liaison to the Board Working Group: Community Awareness & Partner Outreach.

### **PRIMARY RESPONSIBILITIES:**

- **Event Management**
  - Plan, organize, and execute a range of fundraising and educational student events
  - Manage all event enrollment and logistics, including venue selection, catering, vendor coordination, event promotion, and on-site management
  - Collaborate with internal teams and external partners to ensure seamless event execution and alignment with fundraising and/or student goals
  - Develop event timelines, budgets, and schedules to ensure events are well-executed, within scope, and on time
  - Analyze event data to measure and track success, complete Proof of Performance documentation, and debrief internal team
  
- **Marketing & Community Awareness**
  - Create and execute a detailed annual marketing plan to improve events, program outcomes, partner successes, stewardship stories, and strategic priorities
  - Work closely with the Digital Marketing Specialist to develop key messages and testimonials that reinforce mission impact and ensure consistency with brand and communications guidelines
  - Assist Development Coordinator with developing metrics to measure campaign success and stewardship initiatives
  - Expand strategic plan for utilization of prospects, networking opportunities, and community organizations

*The above position description is not all inclusive and is not an implied contract of duties performed. It is a general overview of position responsibilities.*

**EDUCATION/EXPERIENCE REQUIRED:**

- Bachelor's degree in marketing, communications, public relations, or business administration; or minimum of 3 years of equivalent experience in event management, nonprofit management, or a related field
- Proficient in Microsoft Office Suite and database management software
- Experience with Constant Contact, Microsoft Dynamics, and Monday Work Management a plus but not required
- Demonstrated experience managing and promoting events, including student events, community engagements, and fundraising initiatives
- Excellent relationship management and communication skills. Proven knowledge of English grammar, letter writing, and proofreading skills. Detail oriented, seeking process improvement and efficiencies, where possible. Ability to work independently, prioritize and manage multiple tasks simultaneously, and perform well under pressure. Willingness to learn new software.

**PHYSICAL REQUIREMENTS:** The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to: sit, walk, occasionally required to reach with hands and arms, continually required to talk or hear, occasionally required to bend, lift, or climb, frequently required to lift and carry light weights (25-50 lbs.), and specific vision abilities include: close vision, distance vision, and ability to adjust or focus.