first tee
greater charlotte

Events Manager

Mission:
To impact the lives of young people by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf.

Reports to: Director of Organizational Development

Employment Status: Full Time, Exempt

Job Summary

The Events Manager is responsible for the planning, coordination, and execution of First Tee – Greater Charlotte's fundraising, donor engagement, facility rental, and participant events. This position manages events from initial planning through the day-of execution and post-event evaluation, ensuring each event is well organized, financially responsible, and aligned with the organization's mission and goals.

A key responsibility of this position is the planning and execution of Leaders in the Clubhouse, First Tee – Greater Charlotte's signature event held every other year. The Events Manager will coordinate the event from beginning to end, working closely with organizational leadership, event committees, sponsors, vendors, and other stakeholders to deliver a successful experience.

The Events Manager will also manage revenue-generating corporate and private events at the Pineville facility, coordinate Caddie Society events and maintain associated donor and event data, and coordinate logistics for large-scale participant events throughout the organization. This position requires strong project management, attention to detail, relationship-building, and the ability to manage multiple events and competing deadlines.

Roles and Responsibilities

Event Planning and Execution:

- Lead the planning, coordination, and execution of First Tee – Greater Charlotte events, including fundraising events, donor engagement events, corporate and private facility events, and large-scale participant events.
- Develop and maintain event timelines, project plans, budgets, checklists, vendor arrangements, staffing plans, and event-day schedules.

- Coordinate event logistics, including venue setup, catering, equipment, registration, guest management, signage, supplies, volunteer assignments, and event-day operations.
- Manage relationships and coordination with event vendors, sponsors, volunteers, committee members, and other event partners.
- Collaborate with organizational leadership, program staff, and other team members to establish event objectives, define responsibilities, and ensure events meet organizational needs.
- Monitor event budgets and expenses, track revenue and other key performance measures, and provide post-event reporting and recommendations.
- Identify opportunities to improve event planning processes, guest experiences, operational efficiency, and overall event results.
- Coordinate event-related communications and materials, including invitations, registration information, promotional materials, signage, sponsor recognition, and post-event acknowledgements, in collaboration with the appropriate staff.

Leaders in the Clubhouse

- Lead the end-to-end planning and execution of Leaders in the Clubhouse, First Tee – Greater Charlotte's signature event held every other year.
- Develop and manage the event timeline, budget, logistics, vendor relationships, guest experience, and event-day execution plan.
- Coordinate with organizational leadership, event committees, sponsors, donors, volunteers, and other stakeholders to support event goals and deliverables.
- Track sponsorship commitments, guest lists, registrations, attendance, expenses, revenue, and other event-related information.
- Coordinate event materials, presentations, program schedules, recognition elements, and other logistical needs in collaboration with the appropriate staff and leadership.
- Manage follow-up processes, financial reconciliation, data updates, and post-event evaluation to inform future events.
- Coordinate sponsorship fulfillment, ensuring sponsor commitments and recognition benefits are delivered accurately and on schedule.
- Coordinate event committee activities by establishing action items, responsibilities, and deadlines and following up to keep planning and event deliverables on track.

Pineville Facility Events and Revenue Generation

- Manage the planning and execution of corporate and private events hosted at the Pineville facility to support facility utilization and revenue generation goals.
- Manage the facility event booking process from initial inquiry through confirmation and post-event follow-up. Serve as a primary point of contact for prospective clients, coordinating with internal staff to assess event needs, availability, logistics, and facility requirements and ensure timely communication throughout the process.

- Coordinate event proposals, pricing information, rental agreements, scheduling, vendor arrangements, setup, and event-day logistics in accordance with established organizational policies.
- Work with facility leadership and relevant staff to ensure events are appropriately scheduled and do not conflict with First Tee programming or other facility priorities.
- Maintain accurate records of inquiries, bookings, event revenue, expenses, and client information.
- Identify opportunities to improve the facility rental experience, strengthen repeat business, and increase utilization of the space.

Caddie Society Events and Data Management

- Coordinate the planning and execution of Caddie Society events and donor engagement experiences in collaboration with organizational leadership.
- Maintain accurate and up-to-date Caddie Society records, including donor information, giving levels, membership status, event invitations and registrations, attendance, and renewal tracking.
- Maintain event and donor records in the organization's designated database and tracking systems, including Bloomerang and other designated systems, as applicable.
- Track contributions, pledges, renewals, event participation, and other relevant information in coordination with the staff responsible for gift processing and financial reconciliation.
- Prepare reports and tracking documents to support donor engagement, membership retention, event planning, and fundraising efforts.
- Support the administrative coordination of donor recognition, stewardship activities, and follow-up related to Caddie Society events.
- Maintain appropriate confidentiality and accuracy when handling donor information and giving records.

Participant and Organizational Events

- Coordinate the planning and execution of large-scale participant events, organizational celebrations, and special programming events in collaboration with program staff.
- Manage event logistics, including schedules, registration, participant and family communications, volunteers, equipment, supplies, transportation needs when applicable, and event-day staffing.
- Ensure event plans account for participant safety, accessibility, supervision, and the overall participant and family experience.
- Assist with organizational tournaments, special events, and other activities as assigned based on the annual event calendar.

- Coordinate with staff to establish clear event responsibilities, timelines, and communication processes so events are executed consistently across the organization.

Event Administration, Reporting, and Coordination

- Maintain a centralized organizational event calendar and event planning documentation to support visibility, coordination, and resource planning across departments.
- Establish and maintain standardized processes, templates, checklists, and reporting tools for event planning and execution.
- Track key event metrics, including attendance, revenue, expenses, sponsorships, registration, facility utilization, and other measures appropriate to each event.
- Prepare consistent post-event reports for assigned events, documenting results, confirming that financial information has been reconciled with the appropriate staff, and identifying lessons learned to inform future planning.
- Maintain organized event files, vendor records, contracts, budgets, guest lists, and other relevant documentation.
- Coordinate with the appropriate staff to ensure event-related financial transactions, invoices, receipts, and records are submitted and reconciled accurately and promptly.

Other Responsibilities

- Attend staff meetings, planning meetings, and training sessions as requested.
- Provide event-related support to organizational leadership, board members, committees, and staff as needed.
- Carry out other duties as assigned by the Director of Organizational Development, Executive Director, or designated supervisor in support of the successful operation of First Tee – Greater Charlotte.

Qualifications and Competencies

- Demonstrated experience in event planning, event coordination, hospitality, project management, or a related field.
- Demonstrated ability to manage complex events or projects involving multiple stakeholders, vendors, budgets, and logistical requirements.
- Strong organizational and project management skills, with the ability to manage multiple events, timelines, and competing priorities.
- Exceptional attention to detail and follow-through.
- Experience with a donor database or CRM and event management platforms, along with the ability to learn systems.

- Strong interpersonal and relationship-management skills, including the ability to work effectively with staff, leadership, donors, sponsors, vendors, volunteers, participants, and families.
- Experience developing and monitoring budgets, tracking expenses and revenue, and evaluating event results.
- Proficiency with Microsoft Office or comparable productivity tools, spreadsheets, databases, and event registration systems.
- Ability to maintain accurate records, manage confidential information, and produce clear reports.
- Ability to work independently while collaborating effectively across departments.
- Flexibility to work occasional evenings and weekends and to support extended hours during major events.
- Commitment to the mission and values of First Tee – Greater Charlotte.

Core Values and Service Excellence

Consistently provide service excellence to all participants, families, donors, sponsors, volunteers, vendors, and coworkers in a manner that reflects First Tee's Nine Core Values: **Honesty • Integrity • Sportsmanship • Respect • Confidence • Responsibility • Perseverance • Courtesy • Judgment**

How to Apply

Interested candidates should submit a **resume and cover letter** to:

Amanda Ross
Director of Organizational Development
First Tee – Greater Charlotte
aross@thefirstteegreatercharlotte.org