



Ronald McDonald House Madison
2716 Marshall Court, Madison, WI 53705
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JOB DESCRIPTION

Organization: Ronald McDonald House Madison
Position Title: Director of Events and Corporate Partnerships
Reports To: Vice President of Development
Classification: Salaried, Full-time (40 hours per week)
Salary: \$68,000-\$72,000 annually (Role anticipated to start 1/4/2027)

Job Purpose

Since 1993, Ronald McDonald House Madison has been dedicated to keeping families close when it matters most—while their child receives medical care at area hospitals. Through our core programs—the Ronald McDonald House and the Ronald McDonald Family Rooms at SSM Health St. Mary's Hospital-Madison and Rogers Behavioral Health Madison East Clinic—we provide thousands of families each year with access to quality healthcare and the support they need to remain actively involved in their child's care.

Ronald McDonald House Madison offers a true home-away-from-home with cozy rooms, nourishing meals, and compassionate assistance for families who may have traveled hours—or even flown across the country—for their child's treatment. Guided by our core values, every member of our team is committed to delivering compassionate care and unwavering support to the families we serve, our partners, and one another.

The Director is responsible for direction, execution, and evaluation of signature fundraising and donor cultivation events that elevate the mission, strengthen donor and community relationships, and inspire continued engagement. Signature events include the Rock Valley Golf Outing, Madison Golf Classic, and Red Shoe Soiree, as well as identifying and developing new event opportunities that expand the organization's reach and fundraising potential.

In addition, the Director leads the development and stewardship of strategic corporate partnerships. This includes identifying prospective partners, creating customized partnership opportunities, cultivating relationships with corporate leaders, securing financial and mission-based support, and ensuring partners experience meaningful engagement with Ronald McDonald House Madison.

The Director will establish and achieve annual fundraising and engagement goals, foster positive and lasting relationships with donors and corporate partners, and ensure events and partnership initiatives align with the organization's strategic plan. The position requires strong relationship-building, project management, communication, and fundraising skills, along with the ability to create exceptional experiences that connect people and companies to the mission.

Job Responsibilities

Fundraisers & Special Events

- Provide strategic leadership and oversight for all signature fundraising events and special experiences, collaborating with the Development Department, Event Committees, and organizational leadership to strengthen events, maximize revenue, deepen donor and community

engagement, and advance Ronald McDonald House Madison's fundraising and mission awareness goals.

- Lead the development and execution of innovative event strategies that maximize revenue, strengthen donor and community relationships, enhance the guest experience, and effectively tell the organization's story and demonstrate the impact of event and corporate partnerships.
- Provide leadership to Event Planning Committees, including establishing clear goals, facilitating meetings, engaging committee members, and ensuring effective follow-through on priorities and assignments.
- Develop and execute sponsorship strategies by cultivating relationships with existing corporate and community partners, identifying new prospects, and securing sponsorships that meet or exceed annual revenue goals.
- Own event budgets and financial performance, developing, managing, and monitoring detailed budgets and ensuring events achieve established revenue and expense targets.
- Evaluate event performance and fundraising results, using data and post-event analysis to identify opportunities, inform strategy, and drive continuous improvement and future growth.
- Provide leadership and direction to staff and volunteers supporting events, ensuring roles, responsibilities, and expectations are clearly defined and effectively executed.
- Develop and oversee auction strategy and procurement, including establishing goals, developing solicitation strategies, cultivating donors and businesses, and ensuring appropriate tracking and fulfillment of auction items.
- Oversee the overall guest experience, including invitations, registration, donor recognition, communications, and on-site engagement, ensuring events reflect the professionalism and mission of Ronald McDonald House Madison.
- Provide oversight of event logistics and vendor relationships, ensuring timelines, contracts, seating, programming, production, and other operational elements are effectively coordinated.
- Serve as the senior event leader on-site for Signature Events, providing direction, resolving challenges, and ensuring a successful experience for guests, sponsors, volunteers, and staff.
- Attend and actively participate in donor events, House events, and other opportunities that strengthen relationships and community visibility.
- Identify and evaluate potential opportunities for future fundraising events, experiences, and sponsorships that could expand the organization's reach, diversify revenue, and increase engagement with the mission, as organizational priorities and capacity evolve.
- Collaborate with the Marketing Manager to develop and execute mission-driven, audience-appropriate, and on-brand event marketing and communications, including promotional materials, social media content, and other outreach that builds awareness, strengthens engagement, and drives event participation.

Corporate Partnership

- Develop and lead a strategic corporate partnership program that increases revenue, strengthens community engagement, and advances awareness of Ronald McDonald House Madison's mission.
- Develop and manage a strategic portfolio of corporate partners and prospects, cultivating strong, long-term relationships, maintaining a robust partnership pipeline, and identifying opportunities to deepen engagement, increase retention, expand financial and mission-based support, and grow corporate partnerships.
- Identify, cultivate, solicit, and secure new corporate partnerships, leveraging relationships, community networks, events, and other opportunities to expand Ronald McDonald House Madison's corporate support.
- Create and manage customized corporate partnership and engagement opportunities that align corporate interests and community priorities with the organization's mission, programs, events,

and strategic goals, including employee volunteerism, workplace giving, in-kind support, cause marketing, community engagement, and mission experiences.

- Work collaboratively with the Development team and organizational leadership to identify opportunities for cross-departmental engagement and ensure a coordinated approach to corporate relationships.
- Ensure strong stewardship and recognition of corporate partners, developing thoughtful touchpoints, communications, impact updates, and recognition opportunities that demonstrate the value and impact of their partnership.
- Track corporate partnership activity, revenue, commitments, and engagement, maintaining accurate records and using data to evaluate results, identify trends, and inform future strategies.

Leadership & Team Management

- Directly supervise, coach, and develop the Events and Corporate Partnerships Coordinator, including setting goals, providing regular feedback, and supporting professional growth.
- Serve on the leadership team and contribute to execution of overall strategic plan.
- Represent the organization at community engagement, networking, donor, and organizational events, serving as a knowledgeable and enthusiastic ambassador for the mission.

This job description outlines the general nature and level of work expected in this role. It is not a comprehensive list of all responsibilities, duties, or skills that may be required.

Ideal Characteristics

- A friendly, positive, and professional demeanor, combined with strong attention to detail.
- A proactive willingness to assist in areas beyond the core responsibilities of the role.
- Authentic commitment to our Core Competencies: Mission-Driven, Equity, Adaptability, Respect, and Teamwork.

Knowledge, Experience, Skills, and Abilities Requirements

- Bachelor's Degree in event or non-profit management, business, public relations or related field and/or 5+ years of experience in successful event management or non-profit development.
- Natural ability to demonstrate a caring attitude towards guests, donors, volunteers, and people who interact with the organization.
- Outstanding verbal and written communication skills.
- Strong interpersonal skills. Must be able to present oneself professionally at public events.
- Ability to work well as part of a small, dynamic team, as well as independently and remotely.
- Demonstrates strong judgement skills and attention to detail while meeting deadlines.
- Proficient in Microsoft Office products, database, and event management software.
- Experience in developing and managing a budget.
- Ability to identify and maintain confidential information.
- Ability to travel locally or regionally occasionally. Valid driver's license required.
- Knowledge and skills working with a diverse clientele from diverse cultures, languages, and religious beliefs.
- Ability to effectively communicate the organization's mission and impact to the broader community.
- Outstanding verbal and written communication skills.
- Excellent interpersonal skills with a professional demeanor.
- Demonstrates strong judgement skills and attention to detail while meeting deadlines.
- Proficient in Microsoft Office products.
- Ability to travel locally or regionally occasionally. Valid driver's license required.

- Knowledge and skills working with a diverse clientele from different cultures, languages, and religious beliefs.

Preferred

- Experience with Blackbaud Raiser's Edge, GiveSmart, Mailchimp, or compatible software.
- Previous experience working in a donor-focused, or nonprofit organization.

We encourage all interested candidates to apply—even if you don't meet every listed requirement. While the following qualifications are helpful, we value diverse backgrounds and experiences that strengthen our team and our work.

Physical Demands and Work Environment:

- These physical demands 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 an individual with disabilities to perform the essential job responsibilities.
- Position is full-time with primary hours falling during stated business hours.
- Flexibility to work a hybrid schedule as required by organizational needs, including availability for weekends, early mornings, and evenings based on scheduled events.
- Work is primarily performed in an office environment with minimal exposure to injury.
- Must be able to lift and move up to 30 pounds.
- Ongoing daily use of computers and telephone.
- Walk, sit, stand, bend, climb, and use hands to, handle, or feel objects, tools, or controls; reach with hands and arms; balance; stoop; talk, hear, read, count, and write.
- Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to focus.
- Must be able to work with frequent interruption.
- Low to moderate noise level.

Benefits

To support our team members and their families beyond the workplace, Ronald McDonald House Madison offers a supportive work environment along with a competitive benefits package that includes medical, dental, and vision coverage, a generous retirement contribution, life insurance, and paid time off to promote work-life balance.

How to Apply

There's no such thing as a perfect candidate. You don't need 100% of the listed skills and experience to add incredible value to our team. Persons of color and LGBTQIA+ individuals are encouraged to apply, as the strength of our team stems from our diversity.

If interested in this opportunity, please submit a cover letter, resume, and three references by Friday, October 23 by email to: jobs@theemployergroup.com.