



POSITION PROFILE

POSITION TITLE: Santa Express Director

COMPENSATION: DOE

EMPLOYMENT STATUS: Contract

REPORTS TO: VBCN Auxiliary Board of Directors

HOURS: Part Time throughout the year, full-time hours in November & December

SUMMARY:

As Santa Express Director, you'll be responsible for coordinating and managing, and ensuring the success of, the Santa Express fundraiser which benefits the Vanessa Behan Crisis Nursery.

RESPONSIBILITIES:

- Coordinate and lead all administrative responsibilities associated with the Santa Express event.
- Oversee income and expenses including deposits, reconciliation and tax records, according to applicable Washington State and Federal laws.
- Lead all aspects of Santa Express marketing endeavors including planning, signage, media, flyers and advertising.
- Recruit, retain and manage the schedule of all volunteers including store managers, elves, and all other necessary help to ensure the success of Santa Express.
- Work with schools, churches, youth groups and businesses to increase volume of shoppers to the store.
- Continually develop efficient ways to streamline all aspects of Santa Express.
- Lead and secure location for Santa Express with alternative site options.
- Oversee and manage the setup and tear-down of Santa Express.
- Manage and coordinate the day-to-day operations of the store while it is open.
- Coordinate the purchasing and pricing of merchandise for the child and adult shopping areas.
- Ensure benefits offered to corporate sponsors are met in conjunction with the VBCN Development Department.

SKILLS:

- You're passionate: You care deeply about the Crisis Nursery's mission and vision to prevent abuse and neglect in our community.
- You're organized: You know how to coordinate and juggle multiple priorities through organization and time management.
- You're a people person: You're natural and authentic, and you value relationships with customers, volunteers and sponsors and get along well with many different personalities.
- You communicate well: You're good at keeping multiple audiences in-the-loop and are great at getting your message across over the phone, electronically or in-person.
- You're ambitious: You see something that can be improved, and you're not afraid to work to make it better. You have a strong desire to make every community partner have a great relationship with Santa Express.
- You're adaptive: You have no problem getting work done alone but also work well in a team setting and are eager to learn from others.

MUST-HAVES:

- 3+ years of event planning, fundraising, or retail management experience or a combination thereof.
- Retail merchandise experience including purchasing and pricing.
- Strong interpersonal communication skills.
- Ability to direct, train and manage effectively.
- Willingness to work full time hours around winter holidays. (Thanksgiving and Christmas)



- Ability to pass any background, credit or drug (including the use of marijuana) screenings as requested by the VBCN Auxiliary Board.
- Proficiency with QuickBooks accounting system preferred.

PHYSICAL REQUIREMENTS:

These requirements are representative of those that must be met by a contracted employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable an individual with disabilities to perform the essential functions.

- Regularly standing, walking, sitting, listening, talking, and using hands and fingers, while occasionally climbing or balancing, stooping, kneeling, crouching, crawling, and reaching with hands and arms.
- Ability to lift up to 25 pounds.
- Specific vision requirements include close vision and the ability to adjust focus.

WORKING CONDITIONS:

Work is generally performed in a home office. Travel to visit site locations, vendors, potential sponsors and volunteers is required. During open store hours, the contract employee will be required to spend a substantial portion of work hours at the store.

ABOUT VANESSA BEHAN CRISIS NURSERY AUXILIARY & SANTA EXPRESS

The Vanessa Behan Crisis Nursery is a community movement in response to the loss of Vanessa Kay Behan who died of child abuse related injuries in 1982. From the beginning, the Nursery has been dedicated to the idea of preventing her story from happening again by keeping kids safe, strengthening families and connecting the community. Since its doors opened in 1987, the Vanessa Behan Crisis Nursery has been a safe haven for thousands of kids in Spokane County and has provided over 1 million hours of care to children in the community. For more information visit:

www.vanessabehan.org.

The Vanessa Behan Crisis Nursery Auxiliary is a non-profit charitable organization dedicated to supporting the Vanessa Behan Crisis Nursery. Since its inception, the Auxiliary has contributed over \$1 million to support the work of the Vanessa Behan Crisis Nursery. As a charitable organization, the VBCN Auxiliary is managed by a volunteer Board of Directors. In 2016, the VBCN Auxiliary donated \$90,000 to the Crisis Nursery; all proceeds from Santa Express.

Santa Express is the Auxiliary's only fundraiser and is a retail store where kids can shop for everyone on their holiday list. The store is open from November 23rd through December 23rd. At Santa Express, children ages 4 through 12 can find affordable gifts for everyone on their shopping list. Volunteer elves are on hand to help children select and wrap their gifts. While the kids enjoy shopping at Santa Express, their parents can shop a boutique of reasonably priced specialty items perfect for stocking stuffers, gifts for family, friends, or Secret Santa's. The goals of Santa Express are to allow kids to experience and understand the joy of giving to others, raise money to support the important work of the Vanessa Behan Crisis Nursery and raise awareness of the Vanessa Behan Crisis Nursery's mission and vision to prevent child abuse and neglect.