



**Optimism Walk Manager: Tri-State - NY/NJ/CT**  
***Part-time, Independent Contractor***

**About APDA:**

The American Parkinson Disease Association (APDA) is the largest grassroots network dedicated to fighting Parkinson's disease (PD) and works tirelessly to assist the more than 1 million Americans with PD live life to the fullest in the face of this chronic, neurological disorder. Founded in 1961, APDA has raised and invested more than \$170 million to provide outstanding patient services and educational programs, elevate public awareness about the disease, and support research designed to unlock the mysteries of PD and ultimately put an end to this disease. To join us in the fight against Parkinson's disease and to learn more about the support APDA provides nationally through our network of Chapters and Information and Referral (I&R) Centers, as well as our national Research Grant Program and Centers for Advanced Research, [please visit us at www.apdaparkinson.org](http://www.apdaparkinson.org).

Each **APDA Optimism Walk** brings together people living with PD, their families and care partners and medical professionals to connect locally, raise the profile of this important issue, and raise vital funds for research and local programming to help people with PD live their best lives.

**SCOPE OF WORK AND DELIVERABLES:**

We have an exciting opportunity for an **Optimism Walk Manager** for the Tri-State area who will be responsible for **planning and successfully executing four APDA Optimism Walks: two in Connecticut (October 2017), one in New Jersey (Spring 2018), and one on Long Island, NY (Spring 2018)**. This is an Independent Contractor position.

**Responsibilities**

The position encompasses three main areas of focus and responsibility:

**Recruitment & Fundraising:**

- Achieve fundraising and recruitment goals for Walks.
- Research and secure local corporate sponsorships.
- Develop Walk Committees to help with planning and execution of events. Oversee committees, delegate tasks and motivate them to succeed.
- Proactively leverage local contacts and knowledge of local resources to identify Walk participants and develop tactics to make the public aware of this event.
- Work diligently, using in-person, phone and email contact to obtain and convert leads to participants.
- Conduct meetings and presentations to various groups, including corporate employee groups, civic groups, churches, colleges and universities, etc. for the purpose of recruiting participants and to assist participants with fundraising.
- Provide excellent customer service.
- Work closely with National Office and local Chapter boards of directors, providing frequent status updates.

**Community Engagement:**

- Provide leadership, vision and support to volunteers, volunteer committees, and corporate partners.
- Serve as local representative for APDA, acting as spokesperson when necessary and appropriate.

- Maintain relationships with existing APDA partners and allies (corporate, medical, individual).
- Seek out and build new relationships to grow APDA's community of supporters.

**Logistics:**

- Scout and secure event venues, including all necessary permits (in some cases, venues may already be secured).
- Plan walk routes, event site layouts, and all necessary elements of a successful event and positive participant experience.
- Onsite management of all event-day activities.
- Manage Optimism Walk budgets by tracking all income and expenses, and making projection adjustments as needed.

**Required Experience & Skills**

- Bachelor's degree and minimum of 5 years of experience in management of special events fundraising.
- Proven experience with peer-to-peer fundraising.
- Proficiency with Donor Drive or Salsa preferred.
- Extensive experience with outdoor event planning and logistics.
- Ability to close face-to-face sales and sponsorships.
- Strong volunteer recruitment and management skills.
- Ability to provide a high level of customer service and motivation to event participants as well as business and social leaders.
- Experience with health/disease-related non-profits is preferred.
- Significant skills in planning, budgeting, and volunteer development.
- Outgoing, energetic, with strong written, verbal and problem-solving skills.
- Diplomatic and able to work well under pressure.
- Capable of building and sustaining relationships with a variety of individuals and organizations.
- Organized, detail-oriented, able to adhere to timelines and prioritize.
- Ability to work independently from home.
- Strong computer skills, proficient with MS Office suite.
- Must be available to work all event dates (Optimism Walks take place on weekends).

**TERM:** 14-Months, Part-time Position

- Approximately 20 hours per week, May 2017 through June 2018
- *Note: Actual hours per day may fluctuate depending on tasks at hand*
- This is an Independent Contractor position

*The Independent Contractor will be retained by APDA only for the purposes and term set forth in this description. The Independent Contractor shall not be considered as having an employee status or as being entitled to participate in any plans, arrangements, or distributions by APDA pertaining to or in connection with any pension, stock, bonus, profit sharing or other benefit extended to APDA's employees.*

**JOB LOCATION:** Tri-State area. Work from home, with average of 2-3 visits/month to APDA Headquarters in Staten Island, NY. Approximately 50% travel within the Tri-State area. Must have valid driver's license.

*American Parkinson Disease Association will not discriminate against any employee or applicant for employment because of age, race, color, religion, sex, gender identity, national origin or disability.*

**TO APPLY, SEND COVER LETTER, RESUME AND REFERENCES TO:**

Eloise Caggiano  
 Senior Director of Development  
 American Parkinson Disease Association  
 ecaggiano@apdaparkinson.org