

Organizational Events Manager Job Description

February 2017

Organizational Events Manager

The GMCVB's Organizational Events Manager is responsible for managing event planning and execution for GMCVB and MASC events. Responsibilities include concept through execution of special events and related program activities in the areas of Partnership, Convention Sales, Sports, Media and Organizational events.

Department: Marketing

Supervisor: Director of Marketing

Job Classification: Manager, Exempt, Full-time

Work Site Location: Corporate Office

Revised: February 2017

Overview* of Duties, Responsibilities and Position Requirements

- Plan and execute marketing program deliverables for all events including invitations, digital marketing, signage, and event photography in conjunction with Graphic Designer and Digital Marketing Specialist
- Concept, plan and execute all aspects of special events. Duties include, but are not limited to:
 - Budget oversight
 - Site selection & logistics, including set-up and tear-down
 - Develop creative concept for event and marketing materials
 - Program development (speakers, presentation, online registration)
 - A/V coordination
 - Catering needs
 - Speaker gifts/acknowledgments
 - Post-event activities including internal wrap-up meetings, surveys, invoice/budget reconciliation and photo distribution to PR/Communications and Web team
- Develop annual event/program budget and business plan in collaboration with Director of Marketing and client teams.

**The above is intended to describe the general content of and major responsibilities for performance of the position. It is not intended to be an exhaustive statement of job duties or requirements.*

Education and Experience

- CMP or equivalent of 4 years of meeting or event planning and management
- Proven, recent experience (minimum 2-4 years) in customer service, sales or marketing
- Proficiency and experience in database management and/or customer relationship management systems a plus
- Track record of creative concept development for events
- Previous budget accountability and experience in budget management
- Experience with project management software (e.g., Ace Project)

Required skills, knowledge and abilities

- In-depth knowledge of the hospitality community, visitor attractions and businesses in Madison, Dane County and the region preferred
- Demonstrated event planning and management skills for groups of 50-500
- Exceptional organizational and planning skills
- Excellent customer service skills
- Strong ability to manage multiple projects, tasks and the work of others
- Proven skills in flexibility, problem-solving and relationship-building
- Ability to communicate effectively in person and in writing
- Strategic thinking abilities and ability to streamline processes
- Strong attention to detail
- Strong ability to work independently and as part of a team
- Proficiency on computer based systems and software, including Microsoft Office (Outlook, Word, Excel, PowerPoint) environment and online reservation systems such as Eventbrite and project management software (e.g. ACE Project)
- Proficiency in use of AV equipment and other presentation tools
- Ability to attend events and event set-up/tear-down outside of typical office hours

Physical Demands

While performing the duties of this job, the employee is required to sit at a desk and computer for long periods of time, is occasionally required to stand; use hands to finger, handle or feel; reach with hands and arms; stoop, kneel, crawl and/or crouch. May be requested to lift materials of up to 45 lbs. Specific vision abilities required include reading computer screen and written documents; close vision, color vision and ability to adjust focus. Communicate effectively via verbal, audible and written means.

Work Environment

Heated and air conditioned open office environment. Noise level is usually low to moderate. May be required to occasionally travel and work off site for training, special projects and Bureau supported functions.

Reasonable Accommodation

It is the policy of the GMCVB to provide reasonable accommodations to qualified individuals with a disability who are applicants for employment or employees to perform the essential functions of the job.

The GMCVB is an Equal Opportunity/Affirmative Action Employer.