



Job Description

POSITION: Events & Experience Manager
CLASSIFICATION: Full-Time / Exempt
REPORTS TO: Director of Operations & Finance
SALARY RANGE: \$ DOQ **EFFECTIVE DATE:** August 14, 2018

Description:

The primary responsibilities of the Events & Experience Manager are multi-faceted and include:

- Strategic planning, project management, team and stakeholder building/coordination, public relations, marketing, and execution of Signature Events
- Commitment to ongoing and continuous actions aimed at elevating events, with attention to QEE metrics: (1) Quality of event and target market fit, (2) Experiences that are positive and lasting for our residents and guests, and (3) an Economic impact that is positive to our local economy and is measurable
- Analysis and evaluation of existing and new event opportunities; provide routine updates and recommendations to management and board
- Manage annual economic stimulus budget and process, including sponsorship facilitation, vendor relations/management, policy updating, project support, and other special initiatives that may arise
- Develop detailed launch plan for Summer Food & Wine Classic and diligently execute to approved plan and budget

Primary Duties and Responsibilities:

1. TMVOA Event Planning and Production

- A. Act as primary point of contact for events produced by TMVOA and coordinate with team members and regional partners to ensure events meet QEE standards; including but not limited to:
1. Summer Food & Wine Classic
 2. Sunset Concert Series
 3. Red, White & Blues July 3rd & July 4th programming

4. Music on the Green
 5. Movies Under the Stars
 6. Member Socials
 7. Holiday Prelude & New Year's Eve Fireworks
- B. Assist with preparing budgets and provide periodic progress reports for each event. Adhere to event budgets and avoid project overruns while meeting high-quality standards
 - C. Assist with Town of Mountain Village permitting process and coordinate with all local entities involved in event production, and obtain necessary insurance as needed.
 - D. Solicit sponsorships to support events, including updating sponsorship collateral, preparing contracts, and ensuring sponsorship fulfillment.
 - E. Hire and manage vendors and/or outside production companies to produce events, including contracting equipment, activities, staff, etc. as necessary.
 - F. Assist with negotiations of contracts, arrange food and beverage, order supplies, arrange audiovisual equipment, secure talent, and order event signage/materials.
 - G. Create and implement new events and ideas to enhance existing events.

2. Other Event Initiatives

- A. Assist with Town of Mountain Village events and event communications/marketing.
- B. Control an event from conception to clean up.
- C. Meet with clients to work out event details, plan with the client and their team, scout and book locations, food, entertainment, staff and cleanup.
- D. Help utilize conference center for events and groups.
- E. Social media and marketing oversight for events.
- F. Track key performance areas and identify items to work on for future events.
- G. Establish standardized event procedures and train staff, volunteers, and vendors into properly executing them.

Other Duties and special projects as assigned.

The specific duties and assignments set forth in this job description may be subject to change. *The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. You may be asked by supervisors or managers to perform other instructions and duties. You will be evaluated in part based upon your performance of the tasks listed in this job description.*

MINIMUM QUALIFICATIONS:

- Bachelor's degree in business management, hospitality, communications, marketing or public relations or an equivalent combination of education, training and experience
- 5+ years of experience in event management and/or production, which includes hand-on experience overseeing core event strategy, programming, marketing, communications, operations/logistics, catering, housing, AV, etc

KNOWLEDGE, SKILLS & ABILITIES REQUIRED:

- Exceptional interpersonal and communication skills – in-person, phone and email with high degree of professionalism
- Comprehensive knowledge of hospitality market, including: service standards, guest relations and etiquette, destination events and marketing, and logistics/operations
- Capable of working with internal and external teams and partners
- Experience coordinating large-scale events
- Familiarity with event registration software
- Ability to manage and organize multiple projects and work assignments while managing to deadlines
- Self-motivated and committed with the ability to accomplish projects with little supervision.
- Excellent computer skills using the latest versions of Microsoft Word, Excel, PowerPoint, and Outlook. Graphics design and software is a plus.

Environmental Factors:

Work is primarily performed in a standard office environment. Position involves some work beyond normal business hours.

Physical Factors:

While performing the duties of this job, the employee may be required to lift up to 50 pounds.

Management has the right to revise this job description at any time. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

APPLICANTS: Email cover letter and resume to tmvoa@tmvoa.org