

Event Manager

Employment Type: Full-Time
Reports To: President
Personnel managed: Yes

Opportunity

Oversee the success of all events for a social cause event company, providing client management and team leadership to ensure events are delivered on time and budget. Ultimately responsible for creating a dynamic, informative experience for attendees that promotes and enhances the client's brand and message.

Responsibilities

- Responsible for the event team's output, ensuring all aspects of the event are delivered on time and schedule, inline with success metrics and company process and templates.
- Manage client relationships, providing excellent communication, service and output.
- Set up all foundational event documents upon Event Contract signing, set the event up on Basecamp, populate the calendar with event milestones and kick-off team.
- Facilitate weekly client meetings based on weekly company status meetings; assign weekly tasks in Basecamp, ensure documents are updated and tasks are completed.
- Work with the Partnership Manager and Marketing Manager to align event venue and logistics to sponsorship and marketing deliverables; provide visuals to support Sales.
- Negotiate event-related contracts (venue, food and beverage, equipment, A/V, etc); once signed, handoff to the event team to implement details.
- Oversight of event budget, tracking all costs (freelancers, vendors, etc); review sponsorship and budget status with clients weekly.
- Define registration rules/parameters (early bird rates and dates, refund and exception policies, etc) and communicate to the event team for implementation.
- Define volunteer needs and communicate to the event team for implementation.
- Receive all event deliverables from the event team and put together the Event Playbook; deliver it to all stakeholders prior to the event.
- Oversee set up, event day and tear down.

- Facilitate Lessons Learned meeting after the event is completed; put together Event Recap based on Lessons Learned and the event outcome.
- Archive all event documents on the internal shared drive; close down the Basecamp event.
- Manage the event team, providing guidance and setting goals on a weekly basis; post, review and hire Event Intern quarterly.
- Actively use company systems to manage projects, i.e. Basecamp, Google Docs and Harvest time tracker.

Skills and Abilities Required

- Proven ability to lead and project manage large or simultaneous projects, defining and implementing goals while maintaining scope, budget and schedule.
- Strong client relationship management and customer service skills, with the ability to inform and persuade people.
- Exceptionally detail-oriented and organized, ensuring quality and consistent output.
- Ability to negotiate contracts to help meet the overall event success metrics.
- Strong written and verbal communication, able to deliver clear, concise information tailored to specific and varied audiences.
- Ability to effectively solve problems, make decisions and take action, exercising independent judgment.
- Ability to maintain a professional attitude and work independently with little guidance in a fast paced, changing environment.
- Proficiency in MS Office applications (Word, Excel and PowerPoint).

Qualifications and Experience Required

- Four-year college or university degree in business, marketing or communications; an equivalent combination of education and/or experience may be substituted for a degree.
- Minimum three years of event planning experience.
- Strong knowledge of the event industry, trends, and strategies.
- Strong work ethic, making the most of time in the office.