

JOB DESCRIPTION

JOB TITLE: **EVENT MANAGER**

REPORTS TO: CEO

CLASSIFICATION: Full-Time

SALARY RANGE: \$35,000 to \$40,000 annually, plus benefits

POSITION DESCRIPTION:

The Event Manager for the Erie Downtown Partnership (EDP) is responsible for creating and implementing an event strategy for the development and execution of key events and activities in Downtown Erie.

ESSENTIAL JOB DUTIES AND RESPONSIBILITIES:

These requirements are representative, but not all-inclusive, of the activities, duties and responsibilities of the position. Additional job duties may be assigned by the CEO.

Event Planning: Plan special events in consideration of the objectives of the Erie Refocused Plan, Downtown Master Plan, and Urban Land Institute Report.

- Produce detailed proposals for each event, including the purpose and goals of the event; information about venues, suppliers and partners; timeline; staffing/volunteer needs; legal/insurance considerations; and an itemized budget
- Develop and manage an itemized budget for each event which includes event expenses and funding sources
- Develop and manage relationships with key event funders and sponsors
- Create and set a precedent for events downtown through strategic processes and procedures to implement successful events and analyze results of event outcomes
- Manage and implement events and activities in accordance with the standards, policies, and mission of the EDP
- Manage event-related tasks and logistics, including facilities, staff/volunteers, signage, displays, event security, parking/street closings, ADA compliance, vendor/entertainment needs, and execution of all event-related contracts
- Develop a marketing strategy for promoting events
- Develop and manage an itemized marketing budget for the marketing of each event

Event Revenue Generation: Develop an event funding strategy to align with the needs and goals of each event, to include:

- Creating a list of event sponsor prospects and a proposal for each prospect sponsorship request
- Developing and maintaining strong sponsor relationships to make sure the expectations of the sponsor are being met
- Coordinating sponsor placement in marketing materials as well as at all events
- Surveying sponsors to improve processes and the event overall

Event Marketing: Plan and execute a marketing strategy for each event individually, and collectively as a series, working directly with staff, the EDP creative agency, advertising representatives, and printers, to include:

- Guiding the development of key downtown event messaging, content, and creative elements
- Creating an advertising budget
- Creating a plan for using traditional and nontraditional media, including social media

Event Execution: Oversee and ensure the successful execution of the event, including:

- Managing teams to set up and ensure a punctual start time
- Managing teams to tear-down and ensure a punctual end time
- Communicating with key staff and volunteers to troubleshoot issues and assist attendees and vendors/entertainment
- Overseeing the enforcement of policies designed to keep attendees safe and minimize risk of injury
- Managing equipment delivery, use, and return

Event Reporting: Assess an event’s success using metrics to report on outcomes and measurement of goals and reach, as well as to make necessary changes to the event strategy, including:

- Developing and managing event surveys
- Reporting event survey data and measurable outcomes
- Proposing strategy changes to enhance future events

Expected Use of Time

| Key Work Tasks | Event Planning | Event Revenue Generation | Event Promotion | Event Execution | Event Reporting |
|-----------------------------------|----------------|--------------------------|-----------------|-----------------|-----------------|
| Estimated Time Dedicated to Tasks | 50% | 20% | 10% | 10% | 10% |

POSITION REQUIREMENTS:

This position requires the following skills and abilities, including but not limited to:

- Knowledge and experience in fundraising, marketing and project management
- Strong interpersonal and communication skills
- Positive, pleasant and professional demeanor
- Ability to work independently with little or no supervision
- Ability to work as part of a team
- Detail-oriented and goal-driven
- Strong problem-solving and time management skills

EXPERIENCE:

This position requires 3-5 years of event management experience, with a particular emphasis on fundraising, marketing and project management, or an equivalent combination of education, training and experience.

WORKING ENVIRONMENT:

The Event Manager will have a desk, office phone, and office laptop, as well as access to the full facilities of our office, for work-related use. We are a very friendly, collaborative and upbeat team who work well with each other, our membership, and key downtown partners such as the City of Erie.

CONCLUSION:

This job description is intended to convey information essential to understanding the scope of the Event Manager position and should not be interpreted to be an exhaustive list of skills, efforts, duties, responsibilities or working conditions associated with the position. The individual in this position may be requested to perform job-related responsibilities and tasks other than those identified in this job description.