

VISIT BUCKS COUNTY

Pennsylvania

Job Title: Events Specialist

Reports To: Industry Relations Director

Summary: Visit Bucks County (VBC), the official tourism promotion agency for Bucks County, PA is seeking a highly organized, detail-oriented Events Specialist to join a forward-thinking, fast-paced Industry Relations team. This role will assist with coordinating all VBC programming aimed at engaging the local tourism and travel community. An ideal candidate has experience with assisting in brainstorming and developing event concepts, coordinating logistical elements and overseeing event execution. This individual will also assist the team in planning and executing events such as networking programs, educational seminars and presentations. The Industry Relations Specialist will also be responsible for supporting consumer-facing product development creating and executing new fairs, festivals, events, packages and Visitor Center offerings.

Pay Rate: Commensurate with experience; full-time (40 hours per week) salaried position.

Major Responsibilities:

The responsibilities for this position include, but are not limited to:

- Develop, manage and execute networking and educational programs for the Bucks County tourism and hospitality industry, including brainstorming a strategic plan for the events, coordinating all event logistics and communicating all creative and marketing needs to the Marketing and Communications team.
- Coordinate event details while meeting project requirements and managing budget constraints.
- Conduct site surveys to secure venues and create and distribute requests for proposals in order to select vendors.
- Create a communications plan for each event and work with marketing and communications on creative development for all invitations, emails, signage and collateral.
- Track event registration for VBC events and coordinate with Marketing and Communications on all promotions needed to ensure strong attendance at programs and events.
- Perform ongoing evaluation, including wrap-up meetings, surveys, etc. to assist with the future development of all Industry Relations events.
- Assist with logistics for all VBC committee, board and internal meetings.
- Assist the Sales and Marketing Coordinator with sports and group tour marketing and tradeshow initiatives.
- Assist the Partnership Coordinator with the management of entering new partners into the CRM database.
- Support the Industry Relations department with research and development of leisure events, including restaurant weeks, fairs, concerts and festivals.
- Assist the Industry Relations Assistant with the development and execution of Visitor Center events, including Treefest, Quilt Show and local art exhibits.
- Supports the Industry Relations Director in the planning and execution of annual Visit Bucks County events, including National Travel & Tourism Week and the VBC Annual Meeting & Luncheon, etc.
- Performs other duties as assigned.

Qualifications:

- Bachelor's degree with a minimum of 2-4 years of event planning, community outreach or related experience.
- The ability to prioritize and handle multiple projects in fast-paced environment.
- Strong organizational and communication skills and knowledge of marketing as it applies to event promotion.

- Strong research skills and knowledge of the Bucks County region.
- Creative, strategic thinker and confident negotiator who can work with individuals on all levels.
- A self-starter able to work both independently and as part of a team.
- A sense of humor.

Please send a cover letter, resume and salary requirements to lisap@visitbuckscounty.com.

Use the subject line: **Event Specialist**. NO PHONE CALLS.