

EAU CLAIRE AREA CONVENTION & VISITORS BUREAU

(VISIT EAU CLAIRE)

JOB TITLE: Events Manager

JOB TYPE: Full-time

HOURS: 40-50 Hours/week

SCHEDULE: Varies, based on events – typically Monday-Friday, with frequent weekend and evening work

PAY STATUS: Salary – Exempt from Overtime

REPORTS TO: Director of Sales and Operations

WORKS WITH: All staff under the direction of the Executive Director

OVERVIEW: Events Manager is responsible for the successful implementation and oversight of special events, promotions, and projects of Visit Eau Claire, including, but not limited to, all specific duties outlined below.

SPECIFIC DUTIES:

Event Management:

- Manage and implement Eau Claire-Stream event operations including, but not limited to, booking event entertainment, securing event locations, managing event logistics and thoroughly communicating with event organizers and VEC staff.
- Manage and ensure the smooth operation of internal and external CVB events
- Work with committees as directed, to develop and implement new events.
- Work with the appropriate staff to determine event budget, guidelines, program, content, history and purpose of planned events
- Serve as liaison with committees, city and county in all aspects of special events approvals
- Work with the Director of Marketing for creation and completion of collateral material of events
- Proof all materials related to special event activities
- Coordinate content, programming, and speakers for VEC sponsored events in partnership with VEC staff
- Work with sales team to coordinate planner FAM tours and site visits
- Work with the sales team and/or Eau Claire Area Sports Commission to coordinate and promote client events as requested.

Community Relations:

- Consult with community groups planning and operating special events, including those applying for and receiving VEC grants

ADMINISTRATIVE DUTIES:

- Meet or exceed agreed upon objectives and goals for the Events Manager position
- Learn and utilize all VEC software to generate all correspondence
- Maintain accurate records, and provide appropriate information for timely weekly and monthly Reports
- Maintain a cohesive working relationship with all other personnel to ensure a unified and effective promotional effort
- Maintain a well-informed working knowledge of the attractions and services available in the area to visitors and serve as a liaison between these entities and the visitor
- Participate in all special promotions, events, and initiatives sponsored by VEC
- Other responsibilities, as delegated by the Director of Sales and Operations

JOB REQUIREMENTS:

- A personal commitment to excellence, professionalism and creativity
- Ability to respond to questions from executive management, clients, customers and the general public
- Ability to prepare and manage budgets
- 2 Years Prior Event Planning experience
- Effective written and oral communication skills
- Strong time management and organizational skills
- Ability to learn and utilize CRM software
- Must be able to lift 60 pounds. Must have own dependable transportation.
- Professional attire required at any time Visit Eau Claire is being represented, except by special permission from the Executive Director.
- Must be able to work evenings and weekends, as required by the specific job.