



Position Announcement **Meetings and Media Specialist**

National trade association located in the Milwaukee area seeks professional to elevate our in-person, online and social media connections with our members. Responsibilities will include planning and coordinating high-level executive conferences and special events, developing new capabilities in online and social media environments, and serving as a communications and executive assistant to the CEO.

The successful candidate will have demonstrable experience working creatively with events and social media tools to achieve business goals. Must have the ability to work independently to create meaningful value for participants, as well as with teams to coordinate successful initiatives and activities. Proven communication, organizational and critical thinking skills are a must. Requirements include a bachelor's degree in marketing, communications, or other relevant field, and at least three years of experience with an association.

We are an equal opportunity employer offering an upbeat work environment, flexible work schedule, competitive compensation and complete employee benefits (insurance, 401K, 10 holidays, vacation). Send resume and salary requirements to:

Sue Chase
National Fluid Power Association
3333 North Mayfair Road, Suite 211
Milwaukee, WI 53202
schase@nfpa.com

A full job description follows. No phone calls please.



Meetings and Media Specialist

Job Description as of November 21, 2012

Job Overview

In accordance with NFPA policies and procedures, the Meetings and Media Specialist:

- Conducts meeting planning functions;
- Manages NFPA's social media channels and monitors the social environment;
- Helps NFPA build online relationships with members; and
- Serves as an executive assistant to the CEO.

Reporting Structure

The Meetings and Media Specialist reports to the Chief Executive Officer (CEO).

Essential Job Functions

Include the following. Other duties may be assigned by the Chief Executive Officer (CEO).

- **Conducts meeting planning functions.**
 - Venue Selection
 - Assist the Chief Executive Officer (CEO) in coordinating the site selection process for Annual Conferences and Board meetings.
 - Coordinate the site selection process for IEOC, regional meetings, workshops, technical meetings, and other NFPA events.
 - Work in close conjunction with designated site selection consultant.
 - Develop detailed Requests for Proposals for each meeting.
 - Review proposals, agreements, and contracts from various properties contacted for each event.
 - Develop and implement a Preferred Clause checklist to use in negotiating future hotel contracts.
 - Conduct site visits when appropriate.
 - Conference Planning
 - Organize events that engage members with NFPA and each other.
 - Develop relationships with the Board to help ensure an inclusive Annual Conference program, providing members with networking opportunities to include golf outings, special themed events, general interest tours, specialized spouse/guest programs and tours.
 - Coordinate efforts of local destination management firms.
 - Coordinate with hotel/resort staff to plan menus, room set-ups, and special needs, communicating on a continual basis throughout the planning process.
 - Monitor and report attendee registration and hotel room block attrition.
 - Coordinate online registration and registration database for all NFPA conferences and events.
 - Assist accounting in the process of credit card payments and refunds, issue invoices and record all payments in the registration database for conference registrations.
 - Oversee, with the help of a support team, the creation and/or coordination of all on-site materials, i.e. badges, presentation binders, displays, equipment, etc.
 - Attend conferences and workshops to provide on-site coordination as needed. Lead pre-con meetings with hotel/resort staff.
 - Review all master billings, breaking down into main account categories.

- **Manages NFPA's social media channels and monitors the social environment;**
 - Administrate NFPA's social media outposts (Twitter, LinkedIn, etc.) and leverage them effectively for dissemination of content and relationship building with key stakeholders.
 - Build relationships with online social influencers.
 - Monitor external blogs and social networking sites for relevant content and facilitate NFPA's participation in conversations when appropriate.
 - Research and provide recommendations for NFPA's involvement in emerging social media outposts.
 - Assist in the development of new social media campaigns to achieve association objectives.
 - Define and track performance metrics for social media campaigns and outposts.
- **Helps NFPA build online relationships with members.**
 - Develop and encourage use of NFPA social media outposts and tools to enhance members experiences at conferences and events.
 - Coordinate NFPA's and NFPA staff's use of social media to forge connections with NFPA members and build brand loyalty with the association.
 - Work with NFPA staff and members to identify and implement opportunities to employ social media to promote NFPA and its products and services.
 - Track and connect with the social media outposts of member companies and personnel.
- **Serves as an executive assistant to the CEO.**
 - Prepare and edit correspondence, communications, presentations and other documents.
 - Conduct research, assemble and analyze data to prepare reports and documents.
 - Manage and maintain CEO schedule, appointments and travel arrangements.
 - Arrange and coordinate meetings and events.
 - Liaise with internal staff, members and external stakeholders on behalf of the CEO.
- **Other**
 - Answer incoming telephone calls on general line, and transferred calls to "operator" as needed.

Specific Knowledge and Skill Sets

The requirements described here are representative of the knowledge, skills, and/or abilities that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Social Media Skills**
 - Proven ability to use social networking software and websites in a business setting.
 - Expertise in content strategy specific to different social media sites.
 - Ability to track social media metrics and report on KPIs.
 - Blogging experience.
- **Language Skills**
 - Ability to read, analyze, and interpret government regulations, technical journals, legal documents, financial reports, business periodicals and operating instructions.
 - Ability to effectively communicate with NFPA members, members of the business community, public groups, vendors, customers and other NFPA employees.
 - Ability to write and prepare educational materials, marketing materials, business correspondence, activity reports, and instruction manuals.
 - Ability to write for social media sites in accordance with the particular culture of each site.
- **Mathematical Skills**
 - Ability to work with, and understand, calculations and formulas typically used for general business, financial and economic statistics, such as calculations and methods for weighting, establishing trends and correlations.
 - Ability to compute and apply interest, discounts, commissions, fractions, percentages, ratios and proportions to practical situations.

- Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals.
- **Computer Skills**
 - Ability to use Windows PC computer platform.
 - Ability to work with peripherals such as printers, scanners, digital cameras and projectors.
 - Ability to use general Microsoft Office software, i.e., Word, Excel, PowerPoint.
 - Ability to understand basic database layout and functions (e.g., cVent registration software).
- **Other**
 - Knowledge of other cultures and an ability to work with people from a variety of countries and backgrounds.
 - Ability to operate a variety of standard business machines, such as a keyboard, calculator, telephone, FAX, photocopier, etc.
 - Accurate typing skills.

General Expectations

All NFPA employees are expected to:

- Perform each of their essential job functions satisfactorily.
- Maintain competency in their specific knowledge and skill sets.
- Demonstrate a professional, positive, and respectful attitude towards colleagues and members.
- Utilize proven communication, organizational, and critical thinking skills.
- Solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Work collaboratively in a team environment, actively contributing ideas in brainstorming sessions and offering to help out whenever needed.
- Consistently produce high-quality work within deadlines.
- Remain current with business technology and changes in the fluid power industry.

Education and Experience

Requires a bachelor's degree in a job related major and three to five years of related experience; or other equivalent combination of education and experience.

Certificates, Licenses and Registrations

Requires a valid driver's license and passport.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to sit, stand and walk.
- Ability to reach with hands and arms, stoop, kneel, crouch, and crawl.
- Ability to communicate and study by seeing, hearing, talking, and by using a computer and telephone. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.
- Ability to lift and/or move up to 25 pounds.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The employee is occasionally exposed to outside weather conditions and risk of electrical shock.
- The employee occasionally performs work-related national and international travel.
- The employee is occasionally required to work evenings and weekends.
- The noise level in the work environment is usually moderate.

Supervisor Approval: _____ Date: _____

Employee Acceptance: _____ Date: _____