Events Manager Job Description

The MBA Events Manager is responsible for the success of all MBA consumer events including the Home Building and Remodeling Expo, Spring Tour of Homes, Parade of Homes and the Parade of Remodeled Homes. Included in these responsibilities are the execution, sales and financial results of each event.

This is a full-time position working Monday – Friday with hours generally between 8:30 am – 4:30 pm. However, it is necessary to be flexible with hours, particularly during events, when starting early in the morning, into the evening or during the weekend is required. Any travel is within the Milwaukee Metropolitan area.

**Reports to:** Executive Director

**Primary Interfaces:**  Association staff, Members, Consumers, Media

**Status:** This is an exempt (salaried) position and does require overtime work during events and as needed to complete work

**Responsibilities:**

1. Strategic conception, implementation, planning, promotion, scheduling and evaluation of the Association’s major consumer events.
2. Sell exhibits and tour opportunities to maximize revenues.
3. Work with committees and stakeholders to constantly evaluate and revise major events to improve the consumer experience, increase attendance, enhance public exposure and generate steadily growing net income.
4. Design and implement strategies for measuring public and member attitudes toward events and the home building industry.
5. Work with vendors and venues to execute superbly managed major events.
6. Work with the volunteer leadership, committees and staff to identify strategies for improving public awareness of the industry and enhancing public exposure of events.
7. Develop marketing copy to promote events to internal and external customers
8. Collaborate with staff and external vendors to manage marketing collateral including Plan Books, rate cards, advertisements, sponsorship opportunities, articles and press releases.
9. Understand, manage and achieve program budget goals and financial performance standards. Tasks include billing, invoicing and managing the expenses and revenues throughout the planning process. Also includes final financial performance compared to budget.
10. Work with other staff on strategies for linking members to public promotion opportunities.
11. Maintain accessible work notes and manuals for sharing knowledge of event timelines, planning processes and marketing functions with other staff.
12. Maintain accurate records of program achievements and performance measurements.
13. Maintain constructive relationships with members and staff.
14. Perform other duties as assigned by Executive Director.

**Qualifications:**

The minimum qualifications for this position are:

1. A bachelor’s degree or equivalent work experience
2. Minimum of 5 years experience in event planning and marketing
3. Demonstrated ability to execute functions that contribute to successful implementation of major events
4. Project management skills across a variety of projects and personalities
5. Strong creative and writing skills developing marketing content to promote events
6. Experience in exhibit sales
7. Experience working with volunteer committees and work forces
8. Exceptional customer service skills and attitude
9. Strong data and budget management abilities
10. Strong organizational and communication skills, including writing
11. Experience with Adobe Creative Suite and Microsoft Office Software Helpful
12. Have a valid driver’s license and a reliable vehicle

**Success Factors:**

To succeed in this position, the ideal candidate is:

1. A team player with a positive attitude and willingness to go the extra mile and do what it takes to get the job done.
2. Self motivated with a strong work ethic, discipline to follow through and ability to prioritize multiple tasks.
3. Able to work constructively with and provide superior customer service to all stakeholders including members, volunteer leaders, staff and the public.
4. Creative in developing solutions to problems as they arise.
5. Detail oriented with very strong organizational and time management skills.
6. Committed to continually improve attendance, customer satisfaction and net income at major events.
7. Striving to continuously improve member satisfaction with major events.
8. A leader in developing the program budgets and managing revenues and expenses within the defined budget.
9. Committed to measuring and reporting member and public perceptions, media references, and benchmarking data.

**Work Environment:**

This position primarily functions in an office environment although on occasion will be required to work at event venues. Some driving is required. Occasional, up to 50 pounds, in the office and at event sites is required. Overtime and evening hours are required at events and member functions.