

JOB DESCRIPTION – FULL TIME Marketing & Events Coordinator



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| Facility Name: | VENUWORKS OF CHESAPEAKE, LLC - CHESAPEAKE CONFERENCE CENTER |
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JOB INFORMATION

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| Job Title: | Marketing & Events Coordinator | Department: | Administration |
| Reports To: | Executive Director | FLSA Status: | Full Time / Non-Exempt |
| Prepared By: | Deb Malenda | Date Prepared: | 1/2/2020 |
| Approved By: | Donna M. Cannatella | Approved Date: | 1/2/2020 |

SUMMARY

The Marketing & Events Coordinator collaborates with the Director of Sales and others in the organization to develop and implement marketing and events. The Coordinator's primary responsibilities are in marketing and communications in an effort to promote positive public image among the Chesapeake Conference Center's various audiences. This position will also collaborate with others in the organization to achieve brand consistency, coordination of messages, and the highest standards for external communications. This position is responsible for coordinating in-house events, including concept design, planning, and ticketing. The Coordinator is responsible for developing sponsorship relationships. The Coordinator is also responsible for advertising, direct mail, social networking (Facebook, Twitter, LinkedIn, etc.), promotions, and publicity. Travel is minimal for off-site corporate and local meetings and activities, etc.

ESSENTIAL DUTIES include the following. Other duties may be assigned.

1. Collaboratively manages and coordinates creation and update of web content and message boards; responsible for content-related protocols and media releases.
2. Provides organization-wide e-communications support; manages Constant Contact database and other e-communication services and creation of quarterly e-newsletter.
3. Creates and coordinates production schedules and maintains ongoing relationships with media graphic designers, mail houses, printers, and photographers.
4. Helps to increase community awareness, and attract attendees.
5. Helps maintain working relationships with all media representatives, civic and industry organizations, corporate promotional contacts and event booking representatives. Remain current of national trends in the industry and local market changes to best serve the Conference Center.
6. Coordinates creation, production, and dissemination of printed publications for advertisement, development, and administration purposes. Supervises all marketing collateral material.
7. Helps to gain sponsorships and implement in-house themed special events.
8. Plans, coordinates, and monitors special and Conference Center in-house events. Completes
9. Directs public relations and advertising for Chesapeake Conference Center.
10. Develops marketing plans for both specific events and Conference Center as a whole.
11. Contributes to the preparation of annual budgets; monitors and manages on-going event service expenses within budget.
12. Gathers, records, and compares event attendance monthly, quarterly, and year-to-date. Summarizes monthly attendance, events, and economic impact for local business.
13. Coordinates creation and selection of photography for print and electronic communications.
14. Willingness to work collaboratively with other venue staff, community partners, and diverse groups of people.
15. Strong ability to communicate orally and in writing.
16. Passion, integrity, positive attitude, mission-driven, and self-directed. Attention to detail and excellent time-management skills.

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17. Manages crisis communications plan.
18. Ability to work varied hours/days, including nights, weekends, and holidays as needed.
19. Performs other tasks as directed or assigned by Executive Director.

SUPERVISORY RESPONSIBILITIES

None

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. This position requires excellent written and verbal skills, as well as creative thinking and problem solving skills.
2. Proficiency of Windows and Mac operating systems, HTML, Microsoft Office Products including Word, Excel, PowerPoint, Access, Adobe Photoshop, and Booking soft-ware platforms.
3. In addition to scheduled hours, qualified applicants may be requested to work outside of scheduled hours, including nights, weekends, and holidays.

EDUCATION and/or EXPERIENCE

1. Bachelor's degree or equivalent experience, preferable in marketing, English/journalism, or a related communications field.
2. Experience managing websites, social media, and databases.
3. Preferred minimum of one (1) year's experience in hospitality/event management or related field.
4. Experience with marketing plans, preparation of budgets, and sponsorship programs.

CERTIFICATES / LICENSES / REGISTRATIONS

1. Applicant must possess a current, valid driver's license and a current, working home telephone with a number that can be accessed by building management personnel for contact purposes.

LANGUAGE / MATHEMATICAL SKILLS

1. Ability to speak and understand English.
2. Ability to write routine reports.
3. Ability to deal effectively and courteously with vendors and venue staff.
4. Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals.

REASONING ABILITY

1. Ability to maintain a calm, composed presence in an often fast-paced environment where multiple tasks, events, and stimuli may occur simultaneously.
2. Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form.
3. Ability to remember previously learned material such as specifics, criteria, techniques, principles, and procedures.
4. Ability to put parts together to form a new whole or proposed set of operations.
5. Ability to identify choices and potential outcomes, determine importance of outcomes, combine information to prioritize options, and make decisions based on best and most important choice.

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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.

1. While performing the duties of this job, the employee is regularly required to stand; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl; and talk or hear.
2. The employee is frequently required to walk.
3. The employee is occasionally required to sit.
4. The employee must occasionally lift and/or move up to 25 pounds.
5. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

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.

1. While performing the duties of this job, the employee is occasionally exposed to moving mechanical parts and high, precarious places.
2. The noise level in the work environment is usually moderate.

Equal Employment Opportunity

In order to provide equal employment and advancement opportunities to all individuals, employment decisions at VenuWorks will be based on merit, qualifications, and abilities. VenuWorks does not discriminate in employment opportunities or practices on the basis of race, color, religion, sex, national origin, age, sexual orientation, disability, alienage or citizenship status, marital status, creed, genetic predisposition or carrier status, gender identity, veteran status, or any other characteristic protected by law.

Drug and Alcohol Free Workplace Policy

VenuWorks is dedicated to maintaining a Drug-Free Workplace and keeping illegal drug use out of the workplace and society in general. The unlawful manufacture, distribution, dispensation, possession, or use of a drug on Company premises or while conducting business for the Company is absolutely prohibited. If any covered worker violates the policy, he or she will be subject to progressive disciplinary action and may be required to enter rehabilitation. An employee required to enter rehabilitation who fails to successfully complete the program will be terminated from employment.

CONCLUSION

The above statements are intended to describe the general nature and level of work being performed by the person assigned to this position. This is not an all inclusive list of responsibilities, duties, and skills required of personnel so classified. Further, this job description is not intended to limit or in any way modify the right of any supervisor to assign, direct, and control the work of any employee under his/her supervision. I understand that employment is at the will of the employer, and either the employer or the employee may terminate the employment with or without cause at any time.

I have read and understand this Job Description and confirm that I meet the minimum requirements and can perform the essential duties and responsibilities as listed herein.

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| Employee Signature: | | Date: | |
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