



*We are looking for an individual with basic experience in managing meetings and events (both in-person and virtual) and in marketing (especially social), and with basic graphic arts skills. While this is initially a junior/mid-level position, we anticipate this role expanding into a senior position after a couple years.*

Job: Manager, Event Operations and Communications

#### Event Planning and Operations

1. Online Events Operations and Marketing (Tentatively 2 Summits, 1 Pipeline, 1 Online Live, 2 Roundtables, 1 Leadership Development Summit, Salons and Happy Hours)
  - a. Manage Event Website
    - i. Set up Event Website and Maintain Agenda
    - ii. Set up and Maintain Speakers (gather assets: headshots, bio's, descriptions)
    - iii. Set up and Maintain Sponsors and Exhibitors (incl Tabletops)
  - b. Manage Platform
    - i. Set up online components of agenda
  - c. Day-Of Platform Management
    - i. Manage Flow of Events and Multiple Elements
  - d. Manage/Prep Speakers (does not include determining speakers and initial solicitation of speakers)
  - e. Setup and Manage Registration and Promo Codes
  - f. Promotional/Reminder Messaging
  - g. Create PDF Program Brochure
2. In-Person Events Operations and Marketing (none planned at this time for 2021)
  - a. Venue selection/negotiations/relationship
  - b. Manage F&B
  - c. Manage Website
    - i. Set up Event Website and Maintain Agenda
    - ii. Set up and Maintain Speakers (gather assets: headshots, bio's, descriptions)
    - iii. Set up and Maintain Sponsors and Exhibitors
  - d. Setup and Manage Registration (online and day-of)
  - e. Manage/Prep Speakers
  - f. Promotional/Reminder Messaging
  - g. Create and Print Program Brochure
  - h. Create and Order all Signage

#### Meeting Scheduling and Planning

1. SIG/Workgroup Meetings
  - a. check member availability and select meeting dates/time

- b. schedule Zoom or secure physical venue and refreshments
- c. invite/notify/remind participants

#### Webinar Series Management

1. Solicit presenters
2. Manage calendar
3. Confirm speakers, topics
4. Manage website and platform
5. Setup and Manage Registration
6. Prep Speakers
7. Setup and Manage Day-Of
8. Create and Distribute Social Media Promo Cards

#### Heroes Program Management

1. Recruit nominations (email solicitation)
2. Determine recipients
3. Request introductions
4. Create graphics for each recipient
5. Edit presentation reel
6. Design/order/distribute awards
7. Draft run of presentation program

#### LDF Fundraiser Management

1. Solicit donations
2. Create online auction
3. List items
4. Promote participation
5. Set up “wrap” event and program
6. Notify “winners” and arrange prize distribution
7. When in-person, consider luncheon

#### Creative/Graphic Arts

1. Create event logos
2. Create ads
3. Create one-sheets
4. Create event print programs
5. Create signage

#### Marketing

1. Manage co-marketing relationships
2. Manage OTT.X marketing initiatives
3. Develop promotional campaign (eblasts) for all events and programs

#### Social Media

1. Manage and grow social media presence

(eventually) Website and Email Communication and PR Messaging

Participate in weekly ~3 hour staff meeting (Zoom)

Additional projects as assigned