

EVENTS PLANNER/ FESTIVAL ORGANIZER

General Statement of Duties

Organizes and coordinate exhibitors, trade shows, festivals and other events.

Distinguishing Features of the class

An employee in this class must have a great personality and love working with people. Must be highly motivated, dedicated and be a team player. The employee must be well organized and skilled in coordinating event logistics. The position requires one to establish and monitor budgets to support these ventures. The employee must have effective communication and presentation skills, be able to travel as the position requires and work weekends when necessary. The employee must demonstrate a high level of initiative and passion for the experiential marketing business.

Duties and Responsibilities

Essential Duties and Tasks

- Establish, maintain and monitor all promoter contacts databases including electronic and hard files.
- Properly enter promoter contracts, monitor promoter payments, secure insurance information, generate invoices, and accurately produce financial reports when necessary.
- Maintain and monitor sponsorship databases and all deliverables for events
- Assist with coordination of special events/ festivals
- Help to create and promote marketing campaigns for the Maggie Valley Festival Grounds
- Maintain and update annual events calendar
- Review, revise, update, and establish, if needed: policies and procedures, fees, and contacts.
- Prepare Budget for recurring expenses.
- Work with Chamber and local groups to provide labor pools.
- Attend meetings of professional organizations relevant to marketing the grounds; do site visits; be available to respond to any and all leads.

Additional Job Duties

- Performs related duties as required

Knowledge, Skills, and Abilities

Knowledge of commonly used event/tradeshow industry concepts, practices, and procedures including all trade show logistics.

Knowledge of production, event and industry terminology.

Knowledge of vendor resources and industry contacts to secure optimum product and pricing.

Ability to direct/coordinate external teams.

Knowledge of budgeting with proven ability to deliver upon Town and departmental objectives.

Excellent oral and written communications skills.

Expertise in relationship building.

Exceptional organizational skills with the ability to handle multiple, high priority projects with a keen attention to detail.

Excellent interpersonal, leadership, negotiating, consulting, analytical and problem solving abilities.

Professional demeanor; team player orientation; ability to interface with internal and external parties.

Ability to perform duties under minimal supervision while exercising discretion and independent judgment.

Ability to be on-call beyond normal business hours and on weekends.

Hands on, positive, enthusiastic, energetic and motivated self-starter.

Ability to travel on behalf of the Town, including weekends.