VERMONT LEAGUE OF CITIES AND TOWNS JOB DESCRIPTION

Events and Partnerships Coordinator

FLSA Designation: Non- Exempt

Pay Classification: 13

**Nature and Scope of Position**

The **Events and Partnerships Coordinator,** is responsible for the planning and execution of VLCT’s virtual, hybrid, and in-person conferences and trainings, the organization's sponsorship programs, and other marketing programs.

This position is responsible for managing events end to end, from platform and venue selection, to staffing and providing support during the event, to reporting on evaluations and revenue. The person in this role will work both self-directed and in collaboration with department leads to plan and produce events and trainings. This position is the primary sales lead for sponsorships and exhibitor booths and manages the fulfillment and customer service of partner contracts.

As a core member of the Communications and Marketing team, this position contributes to event- related and general marketing programs, activities, and channels. This position reports to the Director of Communications and Marketing. Remote work flexibility is offered (within Vermont) except where onsite attendance is needed for in-person events and meetings.

**Core Duties and Responsibilities**

**Event and Partnership Coordination**

* Responsible for logistical planning and execution of VLCT trainings and events
* Oversees various aspects of trainings and conferences, acting as the event production assistant, providing real-time assistance to members, presenters, and moderators during events and trainings
* Coordinates all venue logistics, food and beverage selection, room set-up, A/V orders, etc., with an understanding of how those affect the overall event and budget
* Manages timelines and processes associated with events and trainings
* Works with colleagues to develop pricing and opportunities, and to identify creative marketing strategies and generate interest to increase attendance and revenue
* Coordinates with speakers to streamline scheduling, presentations, bios, A/V, and technology needs
* Organizes, participates in, and helps facilitate planning committee meetings
* Works with event planning vendors as needed for large-scale events
* Staffs in-person events, providing registration and onsite speaker support
* Develops and oversees staff assignments for any large events
* Proactively handles any issues by anticipating and troubleshooting emerging problems throughout event and training lifecycles
* Manages operational budget and handles registration, billing, and reporting for events and trainings
* Establishes and maintains relationships with a variety of vendors and event venues, and negotiates and manages any associated contracts
* Plans for and coordinates with the Communications and Marketing team around promotions, contributing as part of an integrated team
* Develops and maintains event and training evaluations and provides feedback and periodic reports to department leads
* Acts as the primary Business Alliance Program (BAP) lead, contributing to the annual sponsorship plan, pitching sponsorships, maintaining lead lists, answering questions, tracking contracts, and managing sales and fulfillment
* As part of the BAP program, solicits and manages all exhibitor registrations for VLCT's annual trade show, and serves as the primary exhibitor contact, handling all questions, confirming payments/invoicing, assigning booth spaces, and communicating set-up and logistical details

**General Responsibilities**

* Acts as both a lead and a contributor to various communications projects and serves as backup for other communications and marketing projects and/or positions as needed
* As part of an integrated communications team, cross-trains others on various components; creates protocol for various tasks on an ongoing basis; takes ownership over projects or aspects of projects with follow-through to completion; proactively arranges for back-up as needed; and communicates an attitude of service and goodwill within the team and organization as a whole
* Performs other projects and duties as assigned by the Director of Communications and Marketing

**Requirements of Work**

* Working knowledge of the complex needs of a variety of events and trainings, including virtual, hybrid, and in-person
* In-depth experience and familiarity working with a variety of event platforms
* Technical acumen, familiarity, and interest in using and learning emerging technologies
* Excellent customer service and interpersonal skills
* Comfortable reaching out to prospective participants, speakers, and sponsors by phone and email
* Ability to self-direct and be self-motivated
* Ability to manage multiple projects independently and simultaneously
* Experience and/or first-hand familiarity with managing an operational budget and working with cost-saving and revenue goals in mind
* A problem-solver mindset
* Ability to pay careful and rigorous attention to detail and is process-oriented
* Excellent time management skills
* Ability to effectively communicate in verbal and written form
* Have a team player attitude and ability to work effectively with diverse groups
* Working familiarity with Constant Contact and various social media platforms
* Be comfortable with public speaking and being on camera
* Possession and maintenance of a valid driver’s license in good standing

**Physical Demands**

* Carrying equipment/boxes and event materials weighing up to 20 pounds or less
* Constant sitting, standing, walking, repetitive assembly motions during conferences/events

**Education, Training and Experience**

* Minimum 2-3 years event/training/conference management experience required
* 2-3 years general communications and marketing experience preferred
* Bachelor’s degree in communications, marketing, event management, or related field OR 5+ years of relevant experience strongly preferred
* Proficiency in the use of technology and commonly used software packages, with advanced user experience in Office 365 including Outlook, Word, Excel, PowerPoint advanced editing, and mail- merge
* Experience working in virtual and in-person management platforms preferred