



## EVENT OPERATIONS & MARKETING COORDINATOR JOB DESCRIPTION

The Event Operations and Marketing Coordinator is charged with planning and executing 11-12 events per year. Each event is a little different, but involves securing contracts with the venues, lodging partners and contracted vendors at the best price for the company. It involves marketing the events via our radio stations, websites, social media platforms, print partners and digital marketing, including but not limited to getting the artwork created for all ads and writing commercial copy. This is a 40 hour per week salaried position (no overtime pay) and some travel is required.

Duties include:

- Marketing
  - Marketing all the events including working with radio, newspaper, social media, television, and local/regional press outlets
  - Creating direct email marketing for each event
  - Managing social media channels (needs to create Instagram event pages)
  - Managing event website content and working with IT on backend development
  - Working closely with graphic designers to create marketing pieces (*graphic design experience is a plus*)
  - Create post event surveys for all ticketed events and send out to all attendees to collect marketing demographics
  - Creating and updating sponsorship sales packages and demographic sheets
  - Must be proficient in Microsoft Office suite & Google Drive
  - Familiarity with Word Press, Wufoo, Survey Monkey, Eventbrite, Mail Chimp a plus
  - There will be training required to learn Marketron & Spot Cop (radio scheduling systems)
  
- Operations
  - Work closely with towns/county licensing authorities to acquire liquor, health, special events, fire permits (others may be applicable)
  - Work closely with non-profit for each event to acquire volunteers and manage volunteer registration and day of execution
  - Work directly with brewers for event registration, insurance, lodging & execution including all pre & post event communication. Includes collecting invoices post event and managing payments through non-profit.

- Work directly with vendors for event registration, insurance, payment & event load in/out details
  - Work directly with booking music/bands for specific events and executing operating agreements; includes booking lodging
  - Responsible for all mapping of venues (with graphic designer)
  - Booking all on site rental, staffing & security needs for each event and managing these people day of – includes AMT staff
  - Assisting with set-up the day before the events and being on-site for all events including load-in and tear-down, often a 10-12 hour day the day of the event.
- Compensation
    - Compensation will be based on a base salary plus commission on the profitability of the events versus expenses (paid out monthly as an estimate for the year's goals).
    - After 90 days, the company provides health insurance and \$300 per month toward the premium. Company provides long-term disability policy at no charge to employee and option for a 401K plan if employee wishes to contribute.
    - Paid Time Off accrual after 60 days is 14 days for the 1st 2 years (sick days and vacation included in PTO)
    - Travel expenses are paid for mileage at .44 per mile for work related travel and reasonable meals when working the events. Expense report must be submitted.