



Job Description

Title: Events Coordinator

Reports to: Vice President of Business Development

FSLA Status: Part time, non-exempt

Prepared date: August 30, 2024

Organizational Overview

The mission of the Blowing Rock Chamber of Commerce is “To promote, protect and improve business through the cultural, social and economic development, growth and sustainability of Blowing Rock while preserving the charm and character of the village”. The Blowing Rock Chamber is a 501(c) 6 not-for-profit membership organization with approximately 550 members and an annual budget of \$900K. The chamber receives no government funding. The current staff is 4.5 FTEs.

The Blowing Rock Tourism Development Authority subsidizes the salary for this position but does not administer benefits or participate in supervision or evaluation.

The Chamber has taken a leadership role in producing tourism events for the express purpose of bringing visitors into our member businesses during traditionally slower times of the year while providing a necessary revenue stream for other Chamber programming.

Responsibilities

1. Plans, manages and executes all major tourism events including WinterFest, Symphony by the Lake, Art in the Park and others as assigned. Specific duties include but are not limited to:
 - a. Marketing; including production of posters, rack cards and other collateral materials.
 - b. Working with the TDA to develop marketing plans.
 - c. Maintains and keeps up to date all event websites and online ticketing portals.
 - d. Produces event press releases.

- e. Works with TDA staff to ensure events receive maximum media exposure and Chamber Communications Director to ensure events receive proper coverage in social media.
- f. Sources and contracts* all vendors, performers, celebrities and entertainers.
- g. Arranges, schedules and contracts* all event venues.
- h. Arranges and contracts* all event rentals.
- i. Arranges and contracts* for food, beverage and other supplies as required.
- j. Insures all State and local permits are obtained.
- k. Follows up events with thorough event evaluation/financial/wrap-up/debrief meetings with appropriate stake- holders. Follows up wrap up meeting with written documentation for stake holders.
- l. Ensures all volunteers, sponsors and donors receive appropriate training, recognition and appreciation. Plans and directs Volunteer Appreciation event
- m. Produces complete report following each event for Chamber and TDA Boards.
- n. Works with Vice President of Business Development to ensure all events are properly staffed and that volunteers are thoroughly trained and oriented to their assigned tasks.
- o. Works with President to produce event budgets.
- p. Attends all Chamber member events.
- q. Completes any other tasks as assigned by President/CEO.

*Contracts to be reviewed with President/CEO prior to signing.

Other secondary duties

1. When necessary, assists visitors in the visitor center with lodging, restaurants, attractions, recreation, shopping, hiking trails, relocation inquiries, giving directions and general information about the area.
2. Answers phone as needed (secondary) assisting potential visitors, members or relocation requests as above. Gives directions to travelers, weather reports, special event information, phone numbers, and general information about the area and things to do.

Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

1. Possess excellent oral and written communication skills.
2. Skilled in salesmanship.
3. Be articulate and professional in personal presentation.
4. Must be committed to producing exceptional quality work.
5. Must provide outstanding customer service to members and visitors.

6. Have a minimum of two years of equivalent experience in event management, project management or other related business experience.
7. Be organized and highly detail oriented.
8. Work well with many people and people groups.
9. Be decisive and possess problem solving skills.
10. Be a self-starter capable of working independently, initiating, coordinating and conducting a variety of activities under minimum supervision.
11. Must be a team player committed to communication, cooperation and consensus.
12. Be able to make quick, accurate assessments of situations and people's needs, and by asking pertinent questions be able to make judgments on how to solve each situation.
13. Be competent in all Microsoft Office© programs with high proficiency in Excel, Word and Power Point, Word Press© website editing software, Canva, and Adobe Suite graphics programs including InDesign© and Photoshop©.

Core Competencies:

- Analytical Design-Generates creative solutions; Translates concepts and information into images; Uses feedback to modify designs; Applies design principles; Demonstrates attention to detail.
- Problem Solving – gathers and analyzes information skillfully; Works well in group problem solving situations.
- Project Management – Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.
- Technical Skills – Strives to continuously build knowledge and skills; Shares expertise with others.
- Customer Service – Responds to requests for service and assistance.
- Interpersonal Skills – Maintains confidentiality; Remains open to others' ideas and tries new things.
- Oral Communication – Speaks clearly and persuasively in positive and negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
- Written Communication – Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Able to read and interpret written information.
- Teamwork – Balances team and individual responsibilities; Exhibits objectivity and openness to others' point of view; Gives and welcomes feedback; Contributes to building a positive team spirit; Supports everyone's efforts to succeed.
- Visionary Leadership – Inspires respect and trust; Provides vision and inspiration to peers and subordinates.
- Leadership – Inspires and motivates others to perform well.
- Managing People – Improves processes, products and services; Continually works to improve supervisory skills.

- Quality Management – Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.
- Cost Consciousness – Works within approved budget; Develops and implements cost saving measures; Contributes to profits and revenue; Conserves organizational resources.
- Ethics – Works with integrity and ethically.
- Organizational Support – Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values.
- Strategic Thinking – Analyzes market and competition.
- Judgement – Exhibits sound and accurate judgement; Includes appropriate people in decision making process.
- Planning and Organizing – Prioritizes and plans work activities; sets goals and objectives; organizes or schedules other people and their tasks.
- Professionalism – Approaches others in a tactful manner; Reacts well under pressure; Accepts responsibility for own actions.
- Quality – Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.
- Safety and Security – Observes safety and security procedures.
- Adaptability – Able to deal with frequent change, delays, or unexpected events.
- Attendance / Punctuality – Consistent at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.
- Dependability – Commits to long hours of work when necessary to reach goals and deadlines; Completes tasks on time or notifies supervisor with alternate plan.
- Initiative – Volunteers readily; Seeks increased responsibility; Looks for and takes advantage of opportunities; Asks for and offers assistance when needed.
- Innovation – Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas.

Salary and Benefits

This position is classified as non-exempt part time. Schedule is flexible. Employee must be available to work occasional weekends, early mornings and nights as required. Benefits are described in personnel handbook.