

Events and Communication Specialist

Position Summary

Under the supervision of the President/CEO and the Financial Administrator, the role of the Events and Communication Specialist (ECS) is to develop, plan, coordinate and execute all chamber major fundraising events. The ECS is also responsible for overseeing all communication aspects of the chamber to ensure a consistent message is being delivered to the chamber membership via print and online marketing avenues.

Event Planning

- Responsible for the strategic planning, organization and financial success of the following chamber fundraising events: Golf Tournament, Business Expo, Taste of the Town and Annual Gala
- Coordinate details for venue, catering, signage, décor, security, permits, vendor management, set up, breakdown, volunteers and marketing for all events listed above
- Execute negotiation for existing and new sponsorships including: negotiating donation and benefits, execution of sponsor agreements and maintaining communication with corporate partners to keep them current on value-added opportunities and to acknowledge their payments or contributions
- In collaboration with the Financial Administrator prepare and meet event budgets; evaluate and determine all aspects of events including date/time/location and make suggestions for topics/ speakers for events; negotiate terms of contract for host facility/ entertainment within budget; arrange trades and leverage resources when possible to keep costs down; coordinate needs and staff event appropriately with staff and volunteers, non-profit organizations and student groups.
- Manage and serve as staff liaison to event planning committees. Communicate with committee throughout planning stages, prepare and file committee minutes from each meeting
- Develop relationships with members to better understand member needs and this way be able to recommend sponsorships that will benefit their business
- Responsible for all communication for each event: sponsorship retention and recruiting, event flyers, email publicity, social media promotion, thank you letters, surveys, photography, etc.

Communications & Media:

- Actively and creatively promote the chamber mission and chamber events using up to date marketing strategies and innovative ideas
- Provide monthly KPI reports to CEO and Board of Directors as it relates to all communication and social media initiatives
- Prepare annual report of findings, illustrating data graphically and translating complex findings into written text
- Responsible for the timely production of a monthly newsletter, which includes designing, writing, editing, soliciting articles, photography, and distribution to members
- Utilization of the Adobe Creative Suite, specifically Illustrator and InDesign to create and update marketing materials such as flyers needed for distribution to advertise events, committee meetings and networking functions

- Responsible for all marketing collateral and member communications including luncheon programs, event presentations and distribution of weekly emails
- Develop, implement and manage our social media strategy to highlight the chamber's brand, member news, chamber events and relevant local information
- Develop media relationships; create and maintain a media contact list to submit requests for coverage, attendance; press releases for events and chamber news
- Responsible for coordinating photography and video of certain events; provide shot list, assets and scripts when needed
- Ability to articulate messaging clearly while serving as the face of the chamber at possible speaking engagements and events
- Responsible for assisting with annual Resource Guide & Pasadena Map publications including writing, editing, gathering pictures, soliciting advertising, and distribution

Other Duties & Responsibilities as Assigned

- While assigned to specific responsibilities, assists other members of staff whenever the need arises
- Provide leadership, records management and reporting for assigned committees
- Assist in processing payments and reservations for events
- Become well versed with member benefits in order to address member needs
- Continuously recruit and encourage involvement of members in varying committees
- Support the Chamber's Student Intern Program by identifying and assigning projects for student interns; this includes providing instructions, supervision and confirmation of completion
- Lead various staff trainings as requested
- Must be able to regularly lift and/ or move up to 10 pounds and occasionally lift and/ or move up to 40 pounds.
- Work with other chambers, state and national organizations to continuously improve Chamber operations
- Performs various other assignments made by the President/CEO

Education, Experience, and Knowledge / Abilities / Skills

Minimum Education Requirements:

- Bachelor's degree desired; candidates with technical or Associate degrees and equivalent event planning and/or communications experience will be considered
- Minimum of three years relevant experience in event planning required
- Proficient in Microsoft Office, Adobe Creative Suite, and database programs
- Experience in communications and marketing required
- Some supervision or management experience is beneficial

Desired skills:

- Experience with video production desired
- Experience with email marketing and social media platforms such as Hootsuite and Constant Contact a plus
- Ability to generate reports using Google Analytics preferred
- Previous experience in a membership-based organization or association is preferred
- Proficiency utilizing different technology platforms is a plus

- Spanish speaker is preferred, but not required

Knowledge and Abilities:

- Ability to perform in a fast-paced work environment subject to job interruption requiring a high level of flexibility
- Possess degree of personal and professional integrity
- Confident, enthusiastic and self- motivated
- Experience in customer service and must possess strong interpersonal skills
- Exceptional communication & time management skills
- Organized, detail oriented, professional and deadline oriented
- Skillful in organizing resources, establishing priorities and ability to multi-task in unrelated areas
- Experience in volunteer recruitment, retention, and management to ensure event planning success
- Ability to give and accept instruction and constructive feedback for the betterment of the team

This is a full-time position; days and hours of work are Monday through Friday, 8:00 a.m. to 5:00 p.m. Occasional evening and weekend work may be required to ensure timely completion of all responsibilities and oversee after-hour/weekend events.

Compensation Range is \$50-55,000 with the following benefits: paid holidays and vacation time, IRA match, life insurance, professional development training and performance-based bonus structure.

**Interested applicants should email resumes to the attention of
Jamie Huffar, Financial Administrator
Jamie@PasadenaChamber.org**