



## THE GREATER IOWA CITY AREA HOME BUILDERS ASSOCIATION

### DIRECTOR OF EVENTS & SPONSORSHIPS

Develops and manages The Home Show, The Parade of New and Remodeled Homes, General Membership Meetings, the Nail Driver's Open, Remodelers Council Socials and Young Professional's Networking events. Coordinates and executes the public relations and communications programs and activities of the association to further the mission and public knowledge of the association.

#### **Duties, Responsibilities and Authorities:**

1. Coordinates the development, management and execution of the annual Parade of New and Remodeled Homes, including builder and remodeler participation, sales promotions, on-site logistics, website management, show budget and show program creation including ad sales.
2. Coordinates the development, management and execution of the annual Home Show, including booth sales, promotions, on-site logistics, website, show budget and show program creation & ad sales.
3. Directly responsible for the negotiation and sale of all Association Sponsorship Partnerships, this will include all show and event partnerships and any trade-in-kind partnerships.
4. Coordinates and manages the General Membership Meetings, Annual Meeting and Holiday Party of the association, including promotion, program development, registration, table top displays, meal planning and on-site logistics.
5. Develops and manages the social functions of the association, including the golf outing, Remodelers Council and Young Professionals Networking events.
6. Develops marketing plan and strategies for promoting educational programs, products and services, and the value of continuing education as career enhancement to members.
7. Coordinates communications for HBA Events to the general membership with the Executive Officer.
8. Acts as Liaison to all outside Marketing and Publishing Companies with the Executive Officer.
9. Oversees the content and maintenance of the association's Website and coordinates online advertising.
10. Coordinates all Social Media & Social Media Messaging (Facebook, Twitter, You-Tube, etc.) needs for events with the Social Media member partners and the Executive Officer.

11. Design graphics and creative elements for Iowa City Area hBA events, websites, and marketing initiatives.
12. Provides primary staff support to The Home Show Committee, Parade of New and Remodeled Homes Committee, Membership Committee, Education Committee, including preparing agendas, taking minutes (if necessary), handling meeting logistics and coordinating RFPs for services.
13. Serves as the focal point of the Association's membership recruiting and retention efforts.
14. Develops and effectively implements strategies to market the inherent value of being an Iowa City Area HBA member to representatives from all facets of the residential construction industry.
15. Provides outstanding customer service to current and prospective Iowa City Area HBA members and related parties including, but not limited to, prompt and professional responses to member inquiries and personal follow-ups with current/prospective members in order to ensure their experience with the Association is exceptional.
16. Evaluates effectiveness of strategies such as dues structure, membership categories, benefits and policies and recommends changes as appropriate to obtain goals.
17. Identifies ways to effectively use Association management system and database to reach current and prospective members more effectively.
18. Facilitates office operations such as sorting and assembling mail, and ordering supplies.
19. Prepares and submits written and oral reports as required.
20. Holds primary responsibility for assembling key Association publications such as the Membership Directory in partnership with third-party vendor.
21. Provides quality control for Association management software to ensure the member records are accurate and updated.
22. Provides editorial quality control for all Association publications and website.
23. Serves as managing editor of the association newsletter by writing, obtaining and editing articles; performing desktop publishing; and securing advertising.
24. Establishes budgets and guidelines for the printing of Association publications.
25. Maintains Association historical records.
26. Coordinates annual Association awards.
27. Promotes active participation and members' interest in the Association's activities.
28. Maintains a clean and safe environment in the HBA office.
29. Performs other duties as apparent or directed by the Executive Officer of the Association.

**Physical Demands:** While performing the duties of this position, the individual is regularly required to stand, walk, sit, use hands to touch and handle, reach with hands and arms, and communicate (talk and hear). The individual may be required to lift and/or move up to 40 pounds. Sustained mental effort is regularly required. Specific vision abilities required include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Work Environment:** While performing the duties of this position, the individual is occasionally exposed to a moderate noise level due to office equipment and co-workers and there is moderate exposure to Video Data Terminals (VDTs). Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.