Job Description

Title: Community Events Coordinator

The mission of the Phelps Business Development & Tourism Council (BDTC) is to develop and implement a realistic and sustainable strategic plan that will allow the community of Phelps, New York to maintain its character, while taking advantage of its heritage, natural assets, talents and location to become an integral part of the economically robust Finger Lakes region. The council will also oversee the coordination of the plan’s actions, ensure cooperation between organizations and agencies and implement this plan. The council will also make sure that the plan continues to evolve as circumstances change.

The Event Coordinator works closely with the board liaison to support this plan, the various committee members, community organizations, volunteers and board members in fulfilling the organization’s mission, delivering programming, and achieving sustainable growth.

This is a full-time position with no direct supervisory responsibility; however, the Event Coordinator will be called on to oversee relationships with volunteers, sponsors, and vendors.

Job Summary

The Event Coordinator is responsible for developing, planning, implementation, and oversight of designated Phelps events, programs, and organizational gatherings. The Event Coordinator works closely with responsible volunteer chairs and committee members to ensure that all events are delivered on time, within budget, and at the desired level of quality. This individual cultivates positive long-term relationships with all event stakeholders, especially committee members and sponsors, and seeks to consistently improve event execution and revenues. The Event Coordinator is also responsible for providing support to other community organizations events to help ensure their success, when requested by the organization.

The Event Coordinator reports directly to the board, through the board liaison. Given the small size of the organization and the community, the Event Coordinator must be a self-started team player, willing to tackle “other duties as assigned” to ensure the overall success and sustainability of the Phelps BDTC.

Initially, it is expected that this position will be housed in the Phelps Community Center to help acclimate the person to the community and its needs. Eventually, the goal is to have this position located in the historic downtown area to be more visible to the business community and visitors.

Essential Functions

Annual Planning 10%

- Develops and manages annual event plan for the Phelps BDTC to ensure that:
  - Phelps BDTC’s internal event calendar is coordinated to maximize value to community without being overwhelming
• the Phelps website is kept up-to-date by communicating with the webmaster
• event dates are publicized to the community as early as possible to avoid schedule conflict with other events
• Develop annual report of activities, successes and future plans to be presented to board and funding sources

• Annual event plan covers recurring Phelps BDTC events, programs, and organizational gatherings, including but not limited to:
  • Phelps Sauerkraut Weekend
  • Business Marketing Group events
  • Other community organization events

Event Planning and Promotion 30%

• Produce detailed proposals for events (e.g. Timelines, venues, suppliers, legal obligations, staffing and budgets)
• Develop and manage event budgets
• Create procedures for all major processes
• Administers events and activities in accordance with the policies, strategies, and mission of the Phelps BDTC
• Plans and coordinates event-related services and general event logistics, including but not limited to:
  • Facilities/amenities
  • Reservations
  • Signage
  • Displays
  • Special needs requests and requirements
  • Event security
  • Marketing and publicity
  • Event-related materials (e.g., handouts, giveaways)
• Develops and manages event organization structure and procedures, motivation of volunteers, income and expenditures, community relations, service and promotion
• Coordinates contract negotiations with groups and venues, negotiating contracts with service providers and suppliers such as caterers, hotels, attractions, venues, agencies, etc; final approval authority of all contracts is provided by the President.

Event Execution 35%

• With support from the Board, recruits committee Chairs and coordinates volunteers for designated events and programs
• Maintains direct, regular contact with personnel from the various outside organizations
• Prepares and sends timely communications such as save-the-date notices and invitations and works with media and marketing vendors to develop advertising materials and marketing plans
• Maintains continuity and consistency with Phelps BDTC branding and reputation by standardizing event operational procedures
• Attends all events and acts as the key contact to ensure success
• Monitors activities to ensure conformance with Phelps BDTC Bylaws and guidelines
• Develops and maintains positive working relationships with other agencies, community organizations, economic development, tourism, and village, town and county officials to further promote Phelps
• Attends local community events to raise awareness of Phelps BDTC and obtain local support for solicitation opportunities

Event Follow-Up 10%

• Prepares timely thank-you notes to speakers, sponsors, and key volunteers after events
• Conducts post-event evaluations and debriefs to determine how future events can be improved
• Maintains all necessary records associated with each event, communicating with the Finance Coordinator to ensure all revenues are being billed and collected in a timely fashion
• Updates checklists, templates, project plans, and other tools to streamline and simplify execution the next time a similar event is conducted

Finances and Revenue Generation 5%

• Solicits, secures, and grows sponsorship relationships for each event.
• Monitors expenses with respect to budget and recommend areas for cost-savings
• Reviews actual revenues and expenses versus budget frequently with Finance Coordinator and President

General Phelps BDTC Programming Support 5%

• Contributes to enhancing member relations process as needed (e.g., responding promptly to emails and phone calls, attending meetings and ribbon cuttings, etc.)
• Enhances Phelps BDTC visibility with such social media sites as Facebook, Twitter, Linked In, and others; shares event calendar on Phelps BDTC website.
• Attends other organizations meetings to stay informed on events and happenings in community, such as Chamber of Commerce, Mayor’s Lunches, Sauerkraut Weekend Committee, Mustang Rally Committee and when invited or requested to Historical Society, Library, Arts Center or Community Center meetings.
• Annually, will inspect properties improved under NYS Main Street Grant Program for maintenance and upkeep of improvements.

Administration 5%

• Regularly meets target dates for deliverables by establishing correct priorities, developing a suitable work plan, and then managing work time accordingly
• Prepares weekly update communication to board of activities, progress and needs
• Prepares monthly reports of key events and activities for the boards
• Regularly coordinates and communicates activities with other Phelps BDTC team and community members
• Manages committees as assigned; prepares minutes for board and committee meetings and reports progress

Non-Essential Functions

• This position may occasionally require travel for meetings or conferences. Some reaching, lifting, and carrying may be required when setting up for events.

Discipline Knowledge Required

• The Event Coordinator should have some at least three (3) years experience planning and executing events of all sizes, ideally for a community organization.
• Individuals in this position must have demonstrated success in:
  • Communication (listening, writing, and speaking)
  • Building and leading teams that include volunteers
  • Developing, implementing, and monitoring goals, objectives, and action plans
  • Using Microsoft Office (i.e., Word, Excel, PowerPoint)
• Individuals in this position must be:
  • Highly motivated and self-directed in achieving participant satisfaction and revenue goals
  • Associated with each individual event
  • Able to multi-task, meet tight deadlines, and maintain composure under pressure in a fast-paced environment
  • Committed to maintaining a professional appearance and demeanor at all times
  • Creative in crafting solutions that maximize communication quality and quantity while minimizing costs
  • Willing and able to handle a broad spectrum of day-to-day work duties as related to operations of the organization
  • Willing and able to work evenings and occasional week-ends as required for Phelps BDTC events
• Ideally, individuals in this position are familiar with:
  • Phelps business and community needs
  • Basic project management techniques or methodologies

Additional Skills Required

Individuals in this position must possess high levels of the following:
• **Self-Management skills.** Must be able to manage own time and priorities to ensure that deliverables are completed on time, within budget, achieving the desired scope, and at the required level of quality.
• **Process skills.** Must be detail-oriented. Must be committed to providing prompt responses to inquiries and requests, and to being relentless in following up until tasks are complete
• **Thinking skills.** Must be able to demonstrate success in solving problems, managing multiple priorities, escalating issues appropriately, making decisions, and developing creative approaches to intractable issues.
• **Interpersonal skills.** Must be able to listen actively, synthesize ideas, and obtain cooperation from others in transforming those ideas into action. Must be skilled at communicating orally and in writing, with emphasis on ability to present ideas clearly and concisely. Must be adept at
maintaining effective working relationships with a wide variety of individuals at all levels in different professions.

- **Professional skills.** Must exhibit maturity and professionalism in personal behavior when officially representing the Phelps BDTC and even when off duty.
- **Psychological skills.** Must balance focus with flexibility, enthusiasm with patience. Must be willing to take ownership and initiative. A positive, partnership perspective is essential, as is a high tolerance for ambiguity.

The above statements are intended to describe the general nature and level of the work being performed. This is not an exhaustive list of all duties and responsibilities associated with it. Seattle Tilth management reserves the right to amend and change responsibilities to meet business and organizational needs.

To apply send cover letter and resume to mayor@phelpsny.com