

## **EVENT SERVICES MANAGER**

### **SUMMARY**

The Event Services Manager (ESM) serves as the primary point-of-contact for a contracted event starting at 18 months out from the first contracted date through the final billing stages of the event. It is his/her goal to ensure the highest level of customer service while maximizing efficiencies to ensure the successful management of assigned events within two convention center facilities. The ESM provides on-site follow up and oversees execution of facility services and event logistics for each assigned event. Responsibilities include but are not limited to: tactical and strategic planning, gathering event information from the client and client contractors prior to, during and following an event; communicating this information to the proper departments within the respective convention center as well as to the client contractors. Large-scale and full-building events are the primary events assigned to the ESM. This position has been designated to the special project of managing the Lawn on D. During the Lawn on D season this position will be dedicated to oversee all of the operations and public programming for the Lawn, and will manage and serve as the main point of contact for all contract partners for the Lawn including Food & Beverage, Programming Consultants, Art and Sponsorships.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** The General Manager may designate various other activities. The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time for any reason, including reasonable accommodation.

### **The Lawn on D (during the season)**

- Manages and serves as main point of contact and support for contracted partners
  - Food and Beverage Contract – Rebel Restaurants
    - Contract & fulfillment
    - Day to day contact
    - Event execution & planning for standard programming and sponsored events
    - Weekly meeting and season planning
  - Venue Sponsor- Citizens Bank
    - Contact & fulfillment
    - Event execution and planning for contacted events
    - Public programming updates and meetings
  - Event Sponsors and Program Partners
    - Contracting & fulfillment
    - Event execution and planning
    - Onsite contact
- Oversees all Lawn on D public programming
  - Creates Event Plans
  - Layouts
  - Conducts planning meetings

- Plans and coordinates MCCA service delivery for all public programming
- Resource for Short Term Sales and Event Managers for Client Events
- Responsible for accurate information in Showbiz
- Public Event Reporting
  - Public Weekend Reporting for Senior Staff
  - Season Tracker
  - Post Reports
  - Showbiz
  - Calendar
- Responds to public inquiries and non-sales related questions
- Conduct weekly meetings with MCCA event operations team
- Day to day contact for Marketing/PR to ensure accurate website, social media and email campaign
  - Proofs weekly newsletter
  - Works with design team on event posters
  - Liaison for marketing to programming partners
- Coordinate all public event stakeholders by conducting weekly operations meetings
- Creates and Maintains all Lawn on D SOPs and Event Planning Guide
- Conducts season reporting and analysis to make recommendations for future planning and event for the LOD

### **Customer Service**

- Perform all duties in a professional productive manner with the aim of providing the highest level of customer service to ensure a successful event and experience for the client.
- Serve as primary point-of-contact and advocate for the client, client contractors, the MCCA and its internal departments—attaining mutually beneficial decisions through negotiation, education and communication.
- Consult with all levels of management within the organization on events and executes the implementation of facility services on behalf of the client and client contractors. Ensure that client needs are met and operational policies and procedures are followed.
- Is accessible 24/7 via e-mail and/or telephone ensuring that client, client contractor and facility inquiries are addressed satisfactorily and in a timely manner. Also available to participate in after-hours activities including industry events and client entertaining.

### **Pre-Event**

- Communicate with client to determine event requirements—starting 18 months out from first contracted date for long-term clients, and in a timely and efficient manner for short-term clients as events are contracted and assigned.
- Partner with clients, client contractors, the MCCA and its internal departments on tactical and strategic planning efforts to produce a successful and cost-effective event.
- Organize and conduct pre-event meetings and site visits. Serve in a client advisory role offering recommendations based on experience.
- Work with and complement the short-term and long-term sales departments to ensure proper delivery of information including building specifications.
- Promote additional services offered by the facility including audio/visual, transportation, public safety and digital media.
- Advocate value-added services including complimentary Wi-Fi, complimentary water coolers, Conventions C.A.R.E., lunchtime trolley program, Guest Service Associates (GSAs), complimentary golf cart service and transportation agents.

- Maintain knowledge of contractual language as it pertains to each individual event. Negotiating skills are necessary for implementation of changes to executed client contracts.
- Work with the public safety department to ensure floor plans and special permits are received and reviewed in a timely and efficient manner.
- Review event specifications and confer with client and client contractors; coordinating necessary departments for consultation.
- Generate a comprehensive event workbook to communicate client needs internally, including such items as: event hours and locations, schedule of events, install and dismantle schedules, floor plans, building equipment and service requirements—all pertinent information necessary for all departments to execute service at the highest level of efficiency and customer service

### **During Event**

- Organize and lead Pre-Convention meeting with event representatives to ensure the client's needs are fulfilled during the execution of their event start-to-finish.
- Supervise facility services to ensure proper set-up and timely execution of client specifications detailed in published event workbook.
- Act as the primary liaison to client and client contractors to ensure efficient operation and client satisfaction; administer building rules and regulations to the mutual satisfaction of all parties.
- Communicate to and inform client of all pertinent facility and city-wide activity that may/may not impact the event—offering solutions and updates as needed.

### **Post-Event**

- Organize and conduct post-event meetings as required.
- Review and complete final event settlement statement for invoicing—to include building services and final attendance numbers—through fulfillment of the event checklist.
- Prepare post-event report detailing successes and challenges as well as solutions to increase client satisfaction.
- Collaborate with Director of Event Operations and review success measures; evaluate event against objectives; recommend areas of improvement.

### **General Support**

- Execute all levels of events with primary focus on full-building and high-profile events.
- Responsible for final billing review and close out for all events prior to turnover to finance department.
- Coordinate event services staff schedules and assign staff to contracted events for execution.
- Train and mentor event services new hires utilizing event services training manual; upon completion of training period continue mentoring.
- Make recommendations regarding organizational changes, and offer input regarding training and mentoring progress.
- Develop after-action tasks and maintain systems to measure client satisfaction at the close of each event—adjusting services accordingly.
- Maintain and update operational guidelines issued to clients.
- Manage special projects assigned by the General Manager.

**SUPERVISION RECEIVED:** Supervision is provided by the General Manager and includes assignment of duties, inspection of work, training, coaching, and performance evaluations.

**EDUCATION/ EXPERIENCE:** Bachelor's degree from four-year college or university or two (2) years direct experience with the hospitality/convention meeting industry that includes experience coordinating small events and meetings.

- Negotiation and decision-making skills as well as the ability to multi-task are essential.
- Requires knowledge of the use of two-way radios, and of state-of-the-art computer word processing and analytical tools such as Microsoft Office.
- A well-organized individual who is a team player, and can relate to people at all levels of an organization, possesses excellent communication skills, flexibility and is committed to the MCCA's Mission

**KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**PHYSICAL DEMANDS:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**WORK ENVIRONMENT:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**WORK SCHEDULE:** The work schedule for this position typically fluctuates based upon the needs of a particular event or project, which would require the ability to work a flexible schedule including late nights, early mornings, long days, weekends and holidays. Travel to other MCCA facilities may be required.

**DRESS CODE:** In order to project dignity and decorum expected by the public, appropriate dress and good grooming are expected of all employees

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