

## **Job Description – Special Events Manager**

### **Think Iowa City (Iowa City/Coralville Area Convention & Visitors Bureau)**

**Reports to:** Executive Assistant & Special Projects Manager

#### **Overview:**

The Special Events Manager coordinates and assists in the production of Think Iowa City (Iowa City/Coralville Area) and Iowa City Area Sports Commission events. This includes streamlining communication between all special event sub-committees, sponsors, interns, and Think Iowa City staff members. This position requires someone who enjoys working with volunteers and excels at multi-tasking and time management. The Special Events Manager also serves as a liaison for various community events and researches the potential for new events. The position will also serve as support for the Iowa City Area Sports Commission.

#### **Essential Duties and Responsibilities**

##### **Special Events**

- Leads coordination and operations of annual FRYfest and play a key support role for other annual community events.
- Work with community partners to ensure operational needs for special events.
- Grows community relations by serving as resource to any/all community and City events and their coordinators.
- Leads both special event sponsor recruitment and fulfillment efforts. Ensure sponsor benefits are fulfilled and maintains strong relationships with sponsor representatives.
- Manages coordination of volunteers and keep records of potential volunteers.
- Maintains detailed records of special event inventory.
- Maintains detailed records of events, contracts, and special event notes in the CRM.
- Assists with writing and distributing special event e-newsletters.
- Assists in maintaining the communities most accurate and up-to-date calendar of events.
- Assists in maintaining any/all special event websites.
- Oversees and manages social media content for all special events and helps define and develop social media marketing strategies.
- Increase awareness of Think Iowa City produced events.
- Research opportunities for future events, particularly in defined “need date” periods.
- Provide project execution support or assistance to other org-wide and community events as directed by the Special Projects Manager and/or President/CEO.

##### **Sports Commission & Conference Sales Support & Servicing**

- Provide assistance to Director of Iowa City Area Sports Commission and VP of Sales with special projects or events, as requested by Special Projects Manager.
- Assist with servicing of conferences and sporting events and management of Community Concierge team.
- Assist in administrative tasks for the Sports Commission, as requested by Special Projects Manager.
- Provide assistance with coordination of Familiarization tours, out-of-town sales blitzes, and other events as directed.

- Assist with necessary preparations for tradeshow.
- Assist with coordination and operations of site visits, as requested.

**General**

- Provide courteous and accurate information to walk-in, email, and phone inquiries. Answer and/or handle multiple incoming calls efficiently, diplomatically, and tactfully, while assessing the nature/urgency of the inquiry.
- Consistently work to update CRM and ensure reliability of data.
- Provide back-up for front desk as needed.
- Perform other duties as assigned by the Special Projects Manager and/or President/CEO

**Education and/or Experience**

- Excellent interpersonal, writing and communication skills
- Previous event coordination experience
- Proficient computer skills including use of MS Office Suite 2007 and/or 2010 (Excel, Access, Word and PowerPoint)
- Proficiency in project management principles, practices and software
- CMS and CRM experience beneficial
- Experience and comfort level/confidence working with executives, Boards of Directors, community leaders, elected officials beneficial
- Must possess valid driver's license and proof of auto insurance

Interested applicants should send a resume and cover letter to:

Nick Kaeding, Senior Vice President  
Think Iowa City  
900 First Ave./Hayden Fry Way  
Coralville, IA 52241

Or via email at:

[Nick@ThinkIowaCity.com](mailto:Nick@ThinkIowaCity.com)