

Convention & Event Services Manager

Position Summary

The **Convention & Event Services Manager** is responsible for the support and implementation of programs required for servicing events, conventions, meetings and sporting events booked by Destination Madison and the Madison Area Sports Commission (MASC). This position is charged with implementing programs designed to enhance event and visitor experiences, encourage repeat business and serve as a liaison between the sales departments, sales clients, marketing department, business community and the public sector to ensure the satisfaction and return of groups to Madison.

Departments: Convention & Sports

Supervisors: Vice President, MASC

Direct Reports: None

Job Classification: Manager, Exempt, Full-Time

Work Site Location: Destination Madison Office

Revised: October 2021

Job Scope and Essential Functions*

- Maintain a pro-active working relationship with meeting and event professionals through consistent communication
- Offer professional guidance, advice, and education to meeting and event professionals about Madison including but not limited to Madison's venues, hotels, airport, attractions, dining, and experiences
- Research clients and events, and fulfill event professional services, including pre-promotional options to market and promote Madison and maximize event attendance
- Provide ongoing assistance and support with local planning or host committees, as required
- Collaborate with the Sales and Sports sales teams to ensure consistent practices across all events, including a high level of communication well in advance of events, and ensuring secured convention and sporting events receive committed services and promotion assistance
- Provide ongoing and post event feedback to sales managers including potential lead information
- Maintain booked business files and conversation logs in CRM (Simpleview)
- Plan, coordinate, confirm and accompany sales managers on their client site inspections, as needed
- Attend sales functions including client events, Familiarization Tours (FAMs), site visits, lunches and dinners to assist with sales efforts and establish a relationship with planners
- Identify and explore opportunities to improve the meeting and event experience in Madison for attendees and event professionals by actively keeping apprised of innovative and forward-thinking industry trends that affect convention & event services
- Develop and maintain relationships with local facility representatives, the lodging community and Destination Madison partners in an effort to develop and support events occurring in greater Madison
- Respond quickly to and provide excellent customer service to internal and external clients and stakeholders
- Plan, manage and support select internal events and programs
- In conjunction with Event Services team manage, implement, support and have a working understanding of group housing utilizing Meetingmax software.

* The above is intended to describe the general content of and major responsibilities for performance of the position. Other related duties may be necessary or desirable to support Destination Madison's success.

Education & Experience

- Bachelor's or Associates Degree in Event Management, Communications, Recreation Management or other related field; with four years of post-graduate experience; or equivalent combination of education, experience and training.
- A minimum of three years of high level, professional customer service experience required
- Preferred industry experience: tourism, non-profit, sports event management, convention services, sports services and/or event management
- Prefer strong knowledge of the greater Madison area and familiarity with the Madison area tourist attractions, restaurants, hotels and major events preferred

- Experience working with an on-line database highly preferred. Previous experience with Simpleview CRM database and Meetingmax or other online housing software a plus
- Previous marketing, hospitality and/or event planning experience helpful
- Proficiency in computer-based systems including Microsoft Office 365 (Word, Excel, Outlook, and PowerPoint, OneDrive)

Skills & Abilities Required

- Self-starter and self-motivated individual will succeed best in this position
- Strong commitment to quality, accuracy, and detail with the ability to manage multiple clients
- Excellent telephone, verbal and written communication and problem-solving skills
- Exceptional interpersonal skills and customer service skills with a wide variety of audiences including but not limited to visitors, clients, partners, and staff
- Ability to effectively work with a diverse cross section of people in a highly collaborative, fast-paced environment
- Able to respond to changing priorities and meet multiple and tight deadlines with frequent interruptions
- Ability to analyze information and evaluate solutions to resolve problems with speed and efficiency
- Able to organize work effectively, conceptualize and prioritize objectives, and exercise independent judgment based on an understanding of organizational policies and activities while always working to further enhance the overall visitor experience
- Ability to work weekends and/or evenings, with a flexible schedule as needed for event services

Accountabilities and Supervisory Responsibilities

- Attend Destination Madison organizational, department and other collaborative meetings, external events and represent Destination Madison at industry events as needed
- Travel may be required for training, special projects, presentations or other Destination Madison or Madison Area Sports Commission supported functions

TRAVEL

Travel in Madison area and occasional travel to tradeshow/conventions

WORK ENVIRONMENT & JOB SPECIFICATIONS

The work environment and job specifications listed below are representative of those that must be met by an employee, with or without accommodations, to successfully perform the essential functions of this job.

- Primarily perform work in an office environment
- Will need to occasionally work outside of regular office hours and evenings
- Occasionally move around the office and access or use computers, office equipment, telephone, and any other pertinent supplies, space or equipment used to perform the duties of the position.
- Work with frequent interruption
- Sit for long periods of time
- Lift and/or move up to 10 pounds and occasionally lift and/or move up to 35 pounds
- Ability to travel and meet clients for site visits
- Preferred access to personal vehicle for picking up clients from airports, taking on site visits, running errands related to the needs of the client
- Site visits and city tours require frequent travel on foot – minimum site visits once per month
- Requires individual travel and the need to move about community with varying levels of mobility.
- Flexible/Hybrid work option where team members can request to work remotely up to 16 hours per week with approval from their immediate supervisor after 90 days of employment.

*Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

To best safeguard the health and safety of our employees and guests, Destination Madison is mandating all employees to be fully vaccinated for COVID-19. This means that being fully vaccinated is a condition of continued employment and a condition of hire. For employees or applicants who request accommodation due to medical or religious reasons, Destination Madison will work directly with each employee or applicant to review their individual request for reasonable accommodation.

Destination Madison is an Equal Opportunity/Affirmative Action Employer