

Event & Destination Services Manager

Position Summary

The position of **Event & Destination Services Manager** is responsible for the support and implementation of programs required for servicing events, conventions, meetings and sporting events that will occur in the greater Madison area and are generated by Destination Madison and the Madison Area Sports Commission's (MASC) sales efforts. This position is charged with carrying out programs designed to enhance event and visitor experiences, encourage repeat business of groups holding events in the Madison area and to help to connect Destination Madison partners with business opportunities in association with event professionals who are planning events in the region.

Departments: Convention & Event Services

Supervisors: Director of Destination & Event Services

Direct Reports: None

Indirect Reports: None

Job Classification: Manager, Exempt, Full-Time

Work Site Location: Corporate Office

Revision Date: October 2019

Job Scope and Essential Functions*

- Maintain a pro-active working relationship with meeting and event professionals through systematic and consistent communication
- Offer professional guidance, advice and education to meeting and event professionals about Madison including but not limited to Madison's venues, hotels, 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 and within department parameters and needs
- Collaborate with the Sales team 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
- Maintain booked business files and conversation logs in CRM/Simpleview
- Plan, coordinate, confirm and accompany sales managers on their client site inspections to Madison
- Attend sales functions including client events, 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

* 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. Bachelor's degree preferred.
- 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
- 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 or event planning experience helpful
- Certification preferred, but must be working toward or willing to work toward either Certified Meeting Professional (CMP) or Certified Exhibition Management (CEM)
- Proficiency in computer based systems including Microsoft Office 2010 (Word, Excel, Outlook, and PowerPoint)

Skills & Abilities Required

- Self-starter and self-motivated individual will succeed best in this position
- Strong commitment to quality, accuracy and detail within administrative/organizational and project management work
- 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
- Ability 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
- Skilled in presentation and public speaking
- Ability 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 be flexible and to adjust to changing conditions and circumstances
- Ability to work weekends and/or evenings, with a flexible schedule during event season, as needed for event services

Accountabilities and Supervisory Responsibilities

- 100% individual contributor position w/no direct reports; this position has no supervisory responsibilities
- Attend Destination Madison internal organization, 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

Physical Demands

While performing the duties of this job, the employee is required to sit at a desk and computer for long periods of time, is frequently required to stand; occasionally required to be physically active (standing, walking) for long periods of time; use hands to finger, handle or feel; reach with hands and arms; stoop, kneel, crawl and/or crouch. May be requested to lift materials of up to 35 lbs. Specific vision abilities required include reading computer screen and written documents; close vision, color vision and ability to adjust focus. Communicate effectively via verbal, audible and written means.

Work Environment

Heated and air conditioned office environment (cubicles). Noise level is usually low to moderate. May be required to occasionally travel and work off site for training, special projects and organization supported functions, and events. Travel in personal automobile required for organization business. Occasional air travel may be required. Occasionally exposed to outdoor weather conditions.

Reasonable Accommodation

It is the policy Destination Madison to provide reasonable accommodations to qualified individuals with a disability who are applicants for employment or employees to perform the essential functions of the job.

Destination Madison is an Affirmative Action/Equal Opportunity Employer