

## **Greater Lafayette Commerce**

### **Position: Events Director**

A nonprofit economic development and chamber of commerce organization serving Tippecanoe County, Indiana, Greater Lafayette Commerce is membership-based and supported by local industries, businesses, governments and individuals. Its mission, carried out by various councils, is to advance economic and community prosperity and a superior quality of life.

#### **Work Culture**

As the leading local organization for community initiatives, growth and economic development, Greater Lafayette Commerce is a hub of high-profile activities in multiple areas. The staff works under the direction of a president and chief executive officer and with numerous community volunteers. Team members work collaboratively for the good of all, often assisting in areas beyond traditional job responsibilities, with many opportunities for personal and professional growth. The work environment is dynamic, forward-thinking, fast-paced and goal-oriented.

#### **Personal Attributes**

To appropriately meet the needs of the position, the Events Director is expected to:

- Determine the best approach and execute projects to completion.
- Handle multiple projects simultaneously.
- Communicate in a factual, direct, persuasive and to-the-point style.
- Be comfortable meeting new people.
- Maintain a high level of energy and positiveness, even instilling that in others.
- Be socially approachable and extremely outgoing.
- Handle pressure, interruptions and change.
- Work harmoniously and cooperatively with coworkers, members, volunteers and others in the community.
- Accomplish tasks independently, take charge when needed, act persuasively and persevere while maintaining self-discipline, focus and mental stamina.
- Redefine organization, attention to detail and keeping track of a full calendar.
- Work in a team-focused manner and environment.
- Meet deadlines.
- Maintain a good nature and pleasant demeanor, especially under pressure.

#### **Position Requirements**

- Bachelor's degree
- At least 3 years' experience in event management.
- Excellent organizational and detail management skills.
- Ability to work well with people and enjoy coordinating large numbers of volunteers.
- Professional appearance, demeanor and attitude.
- Adept at modern technology, software and social media tools.
- Committed to maintaining the highest sensitivity to professional ethics and cultural diversities, treating all people equally and respectfully.
- Visionary skills in looking and planning far in advance, seeking improved ways to do things, suggesting enhancements to improve the event.

## **Responsibilities**

This position focuses on Greater Lafayette Commerce's more than 20 annual events, taking primary responsibility for logistics, registration and promotion, volunteer management, and team coordination before, during and after each event.

Responsibilities of the Event Director position include, but are not limited to these tasks:

- Implement systems and processes for individual work and within the events team to create a cohesive team environment.
- Ability to create event plans and work 6-18 months in advance with a focus on "big picture" event development that parallels with organizational strategic initiatives.
- Adhere to the team status reporting mechanism to keep all team members current on project progress.
- Coordinate with the government offices and local businesses on logistics arrangements, which can include street closings, location reservations, furnishings, rentals, sound systems, and coordinating all details with the venue and others.
- Recruit and assign volunteers to staff pre-event, event and post-event coverage.
- Provide updates and needed assignments within the team during weekly team meetings.
- Manage balanced budgets for each event as it relates to event revenue and expense to meet outlined goals.
- Coordinate with Development Director to:
  - Develop a sponsorship plan for each event
  - Approve all sponsorship signage for each event
  - Communications plan regarding events to the elected officials
- Coordinate with Marketing Director to:
  - Develop a communications plan for each event.
  - Design and promote email communication to membership to gain sponsorship and registrations to events.
- Develop event scripts and Power Point presentations.
- Develop layout plans and booth spacing for applicable events.
- Effectively and efficiently communicate event logistics details, in good time, with registrants and sponsors.
- Present event and strategic plan information to key community organizations as needed.
- Source and evaluate RFP's to establish venue contracts that best meet the needs and budget of each event.
- Lead and oversee various event committees to leverage their efforts and steer the committee to continue progressing the events in a forward direction.
- Attend the event and oversee logistics and coverage throughout.
- Thank volunteers and encourage ongoing, multi-year commitments.
- Serve on the Chamber Council and provide event updates.
- Serve on the Diversity Roundtable Steering Committee.
- Support Economic and Workforce Development events as needed
- Perform other duties that may be requested.

Events, which fill the calendar year-round, include, but are not limited to:

- Boiler Bridge Bash
- Business Expo
- Football Kickoff Luncheon
- Golf Outing

- Greater Lafayette Commerce Annual Gala
- Lafayette-West Lafayette Christmas Parade
- Small Business Week & Saturday
- Quarterly Development Series
  - ✓ State of the Cities and County Luncheon
  - ✓ Post Legislative Update
  - ✓ Economic Development Updates
  - ✓ Economic Forecast Luncheon
- Accelerate 765
- Newcomers Events
- Rise & Shine Greater Lafayette
- Live at 5
- Business Success Platform Event Planning
- Diversity Summit
- Develop and execute new events that adhere to the Strategic Plan