

Event Coordinator

Grade: 7

Reports to: Event Sales Manager
Job Status: Full-Time

Department: Marketing
Approval Date: June 2019

Job Summary:

The Event Coordinator is a hands-on position, touching all aspects of special events/building rentals from prospecting to successful event execution. This position prioritizes client satisfaction through the delivery of personalized service for all events.

This position will also assist in the strategy, vision and marketing for revenue generating events, including the After Hours Series. This position will be specifically accountable for the production of each event and success metrics. Event management may also include other revenue generating events.

Essential Functions:

- Maintains best practices with current contracts and client paperwork to ensure consistent operational, reservation and billing processing.
- Conducts client and vendor phone calls and meetings to organize details and logistics ensuring excellent client service for events fulfillment.
- Jointly responsible for the upkeep of CRM database. This includes maintaining client records as well as records for approved caterers, vendors and other contract documentation.
- Maintains Aquarium approved vendor database designed to share with potential clients, meeting planners, corporate planners and other organizations that host evening events at off-site facilities.
- Supports, and acts as lead event host for start of evening events. Actively oversees all aspects of event from the arrival of the first vendor through introduction of event hosts to client. Some events will require this position to stay during the duration of the event.
- Serves as the main liaison with client, vendor, internal team members and volunteers for completion of both the event check out sheet and vendor feedback form.
- Coordinates and executes logistics and production of After Hours Series and other revenue generating events to increase revenue and use of the facility ensuring approved P&L is followed for each event and confirming vendors and partners.
- Reviews event practices and collateral from other venues to provide feedback on best practices ensuring Aquarium events remain responsive to the marketplace and exceed client expectations.
- Coordinates sales efforts by handling incoming sales calls and conducting personalized site visits.
- Available for “walk-up” clients on weekends to ensure proper follow-up.
- Acts as event liaison with the internal Aquarium departments such as Environmental Services, Advancement, Education, Guest Services and Facilities.
- Develop familiarity with all Aquarium exhibits, services and events in order to become an information resource to our guests.
- Regularly attends monthly event operations meetings.
- Adhere to all Aquarium policies and procedures.
- Other duties as assigned.

Other Duties and Responsibilities:

- Actively participates in networking functions in which industry peers, event planners and catering captains attend, including but not limited to Charleston Bridal Association and CVB Travel Council.
- By anticipating client needs, identifies opportunities for upselling additional Aquarium offerings.
- Works with internal departments to assist in maintaining a standard for internal special events including sharing all necessary requirements when properly scheduling an Aquarium event.
- Conducts monthly check-ins with exclusive catering partners and organizes commission reporting.

Knowledge, Skills, and Abilities:

- Must be a positive team player and self-motivated
- Strong grasp of the hospitality industry
- Excellent organizational and professional communication skills are essential
- Proficiency in Microsoft Office is required
- Experience with CRM softwares
- Able to manage multiple tasks in a high-energy environment with meticulous attention to detail
- Required to work a flexible schedule, including late nights, weekends and holidays
- Capable of making win-win decisions under pressure

Education and Experience Required:

- Prefer an associates or bachelor's degree with a hospitality focus
- Prefer two years hospitality or event planning experience
- Previous experience in off-site venues is a plus

Licenses and Certifications Required:

- Valid Driver's License.
- First Aid and CPR Certification (training provided)

Supervision of others:

- Trains and mentors Special Event Hosts.
- Serves as the point person for After-Hours staff, vendors, and volunteers.

Physical Requirements:

- Often requires walking, standing; Average bending, crouching, carrying up to 50 lb, kneeling,

Working Conditions:

- Flex schedule- This position typically works Tuesday – Saturday from 11am-7pm on event days. When no events are being hosted, the schedule will shift to 9am-5am Monday – Friday.
- Some events will require this position to stay during the duration of the event including July Fourth and New Year's Eve, and other holidays.
- Often requires contact with the public, rotating shifts, contact with vendors, weekends and late nights, wearing a radio

The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not construed to be an exhaustive list of all job duties performed by the personnel classified.

The Aquarium is an "at-will" employer, and as such, employment with the Aquarium is not for a fixed term, or definite period and may be terminated at the will of either party, with or without cause, and without prior notice.