

# Special Events Manager

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**Reports To:** Sales Manager  
**Job Status:** Exempt, full-time

**Department:** Special Events  
**Closing Date:** August 13, 2010

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## **JOB SUMMARY:**

Responsible for the sales and service of all paid and in-house after-hours events; manages all aspects of the department including financial, marketing and personnel issues.

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## **ESSENTIAL FUNCTIONS:**

- Establishes yearly sales and marketing plan for achieving departmental goals and objectives.
  - Coordinates sales efforts by conducting site visits and personal sales calls.
  - Conducts client and vendor calls and meetings to coordinate event details and logistics to ensure excellent events.
  - Maintains programs within the business industry to ensure local and regional selling relationships. Maintains strong relationship with the Charleston Area Visitors Bureau.
  - Designs and executes promotional strategies, direct-mail campaigns and grass-roots marketing and communications plans.
  - Maintains pricing strategies and contracts to ensure consistent operational and reservation processing.
  - Fosters positive relationships with local and regional vendors within the hospitality and local business industry.
  - Conducts facility rental benchmark surveys to properly manage pricing, yield management and operational procedures to ensure a competitive position.
  - Responsible for the upkeep of an accurate and complete database of meeting planners, hotel and resort contacts and organizations that utilize off-site meeting and event facilities.
  - Creates and implements a campaign strategy to generate increased facility rental activity.
  - Consistently respond to leads provided weekly and from trade shows by the Convention and Visitors Bureau.
  - Maintains sales programs to encourage and continue utilization of the venue.
  - Develops and executes public evening events to increase revenue and use of the venue.
  - Interviews, selects, trains and supervises Special Events Coordinator, part-time event hosts.
  - Adheres to all Aquarium policies and procedures.
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## **OTHER DUTIES & RESPONSIBILITIES:**

- Supports the mission by participating in Aquarium-sponsored programs and events on a regular basis.
- Coordinates and participates in meeting planner familiarization trips.
- Actively participates and represents the aquarium within local trade organizations and trade shows, including but not limited to: Charleston Hoteliers Exchange Club (CHEC), CVB Travel Council and the SC Society of Association Executives (SCSAE).
- Maintains contacts with related trade organizations, colleagues and tourism-related agencies.
- Works with all departments to plan and organize internal special events.

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**KNOWLEDGE, SKILLS & ABILITIES:**

- Must know the hospitality and event planning industry.
- Must be extremely detail-oriented.
- Excellent organizational and communications skills are essential.
- Microsoft software knowledge essential. Raisers Edge knowledge a plus.
- Must be a team player, self-motivated and enthusiastic.
- Supervisory skills necessary.

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**EDUCATION & EXPERIENCE REQUIRED:**

- Bachelor's degree or equivalent experience in Hospitality, Culinary, Marketing or a related field.
- Minimum of two years related work experience.

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**LICENSE & CERTIFICATIONS REQUIRED:**

- Drivers License

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**SUPERVISION OF OTHERS:**

- Special Event Coordinator, After-Hours Event Staff, Volunteers, Interns and Vendors.

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**PHYSICAL REQUIREMENTS:**

Average walking, bending, stooping, crouching, climbing ladders, carrying up to 50 lb, sitting, kneeling, balancing, pushing and pulling.

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**WORKING CONDITIONS:**

Primarily office work with some weekends and late nights. Frequent contact with public and vendors

**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.**