

Downtown West Bend Association

Job Description: Events Director

Reports to: Board of Directors

Position Summary: The Downtown West Bend Association is a 501c3 non-profit organization that unites downtown businesses and acts as an advocate for them and the special area of West Bend they occupy. The biggest way in which we do this is through the community events that we host Downtown. Our focus is providing the community with fun and family friendly events that highlight our historic Downtown and all it has to offer.

The Events Director will work to promote the interests of the DWBA and maintain an open and positive working relationship with local businesses, the City of West Bend, the West Bend Specialty Shops Group, the Downtown Business Improvement District and other community groups and organizations. The Events Director is also expected to plan, coordinate, execute, oversee and participate in promotional activities and special events sponsored by the DWBA. Core initiatives include the Wine Walk on Main, ArtWalk, Farmers' Market, Kayak 5k, Music on Main, Music on Maxwell Street, Wheels on Main and Fall Fest.

The position of the Events Director requires flexibility of hours as dictated by the calendar of events and will require some evening, weekend, and morning work hours. The position of Events Director is a full-time salaried exempt position based on a 40-hour work week. Work hours are flexible to accommodate meetings and events.

Job Purpose: To enthusiastically create, grow and maintain a vibrant selection of special events that promote the Downtown West Bend Association and its merchants, increase traffic to Downtown and firmly establish Downtown West Bend as "the place to shop, the place to dine, the place to be."

The duties for this position evolve with the DWBA's goals and objectives and include but are not limited to:

Administrative Duties:

- Supervise Events Coordinator to develop agendas, send notices and review minutes
- Attend and lead meetings of the DWBA Board of Directors, Promotions Committee and Organization Committee
- Monitor success of events by developing and maintaining work plans, budgets, and post-event analysis
- Maintain open communication with Board of Directors, Events Coordinator, merchants, and volunteers
- Coordinate event schedule postings on social media and websites with Events Coordinator
- Assist in maintaining a clean and inviting office environment

Financial Responsibilities:

- Prepare an annual budget with cooperation of the Treasurer
- Prepare monthly financial statement for approval by DWBA Board of Directors
- Create and maintain detailed budget records for the DWBA fiscal year
- Create and secure sponsorship opportunities to ensure the continued financial vitality of DWBA events
- Oversee the DWBA bank accounts and ensure accurate records are being entered and maintained
- Review bills and code for payment prior to giving to Events Coordinator for entry into QuickBooks and sign weekly checks run

Public Relations:

- In coordination with Events Coordinator, maintain and update contact information for merchants, vendors, sponsors, volunteers and other event participants as necessary.
- Secure appropriate advertising and PR for events
- Create posters, rack cards and other promotional materials for events and other supported DWBA functions

- In coordination with Events Coordinator, distribute posters, flyers and other promotional materials to DWBA merchants and community at large
- Work collaboratively with local media resources to promote activities and events sponsored by the DWBA
- Collaborate with merchants regarding activities and other promotional opportunities
- Network within the community at Chamber events, other community events etc.

Special Events:

- Coordinate and participate in set-up, tear-down, adequate volunteer support and other duties as necessary to facilitate a successful event.
- Attend Common Council meetings for event approvals
- Maintain detailed and accurate records of all events including financials, contact sheets, participation lists, etc. as necessary in coordination with Events Coordinator
- Attendance at DWBA events is required

Qualifications:

The Downtown West Bend Association is a non-profit organization that has high expectations of all employees. Employees are expected to be experienced, take charge professionals who:

- Have at least 2 years' experience in event planning, special events, and fundraising or related job experience. Bachelor's Degree in related field is preferred.
- Possess excellent oral, written and interpersonal communication skills
- Have strong planning, organizational and budgeting skills
- Possess proficient computer skills in Microsoft Office: Excel, Word and Outlook. Adobe InDesign and Adobe Photoshop are a plus
- Manage multiple projects and work assignments
- Anticipate project needs
- Discern work priorities
- Meet deadlines
- Must be able to lift 50 lbs and stand for long periods of time
- Work with minimal supervision
- Can work a variety of hours including early mornings, evenings, and weekends
- Initiate, build and maintain excellent relationships with staff, merchants, vendors, sponsors, city officials and volunteers and the general public at events

Annual Performance Review- The Events Director will receive an annual performance review by the Executive Committee. The annual review will include but is not limited to a consideration of Events Director progress in meeting previously established performance goals and objectives.

- Results - The Events Director understands the financial significance of this position on the financial wellbeing of the DWBA and ensures a positive impact on the organization as a whole.
- Relationships - The Events Director initiates, builds and maintains good working relationships with all persons and organizations involved with the DWBA.
- Decision-making - The Events Director uses good judgement in making decisions and must make decisions that mirror the mission and vision of the DWBA.
- Communication - The Events Director communicates effectively by phone, email and in person with staff, volunteers, merchants, partners, officials, and the public.
- Entrepreneurial - The Events Director initiates and supports new ideas that will help the DWBA continue the tradition of superior events.

The Downtown West Bend Association seeks Events Director! The person we're looking for has a proven track record in all aspects of community-based event planning including: Sponsorships, revenue generation, management experience, budgeting and volunteer recruitment. Current events include Wine Walk on Main, ArtWalk, Farmers' Market, Kayak 5k, Music On Main, Music on Maxwell Street, Wheels on Main and Fall Fest. Must be organized, able to meet multiple deadlines, love events and willing work with a variety of personalities. Will be responsible for the continued success of events line up and work closely with the Events Coordinator and Board of Directors. This position is a full-time salaried exempt position averaging 40 hours per week. Morning, evening, and weekend work hours are necessary and attendance at events is mandatory. Must have a working knowledge of Microsoft Office suite and Adobe Photoshop and InDesign is a plus.

Please email your resume and cover letter to: anna@downtownwestbend.com No phone calls, please.

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