

EVENTS & PROGRAMS MANAGER

The Downtown Norfolk Council (DNC) is seeking an enthusiastic, well-organized, and imaginative candidate for the oversight of the planning, organizing, volunteer management and sponsorship solicitation associated with DNC's special events and programs. The ideal candidate will be an energetic individual with strong interpersonal skills, as well as a passion and excitement for Downtown Norfolk. They will possess the ability to multi-task, problem solve, and work well with colleagues and Downtown constituents.

JOB PURPOSE

Reporting to the Director of Marketing & Communications, the Events & Programs Manager will initiate, plan, and coordinate the public and organizational special events in support of identified goals and objectives of the organization. The Events & Programs Manager will oversee DNC's Membership and Young Professional's group initiatives, and is also responsible for sponsorship solicitation, funder relations and management of prospective sponsors related to events and programs.

ROLES & RESPONSIBILITIES

Essential functions of the Events & Programs Manager include but are not limited to the following:

- Serve as the primary point of contact for production of all DNC special events. In particular, the position is responsible for production, planning and execution of Holidays in the City events including the Grand Illumination Parade, as well as DNC Annual Meeting, Member Briefings, Member Appreciation events, and any other public events requested by the President & CEO or mandated by the DNC Work Plan.
- Assist in setting the overall strategy for the DNC's events and programs, and plan and execute events based on that strategy
- Serve as project manager for events (DNC, NEON District, and Selden Market) which involves, but is not limited to, developing project timelines to ensure successful outcomes, managing event logistics pre-event and on-site, and maintaining vendor relationships
- Lead organization's membership effort, including retaining current members, recruiting new memberships, database management, and working with a Membership committee
- Collaborate with the Director of Marketing & Communications with production of retail and restaurant event promotions
- Collaborate with marketing team to ensure the successful promotion of events, programs, and member activities
- Conduct training, as appropriate, for volunteers, staff, etc. who are assigned to participate in events
- Analyze and report out on event success and areas of improvement
- Coordinate DNC's Downtown 100 young professionals' program as well as the annual LiveNFK Program produced in partnership with the Greater Norfolk Corporation

- Be responsible for production and effective management of all budgets associated with DNC's special events
- Be responsible for the management of sponsorship opportunities, developing competitive customized packages and meeting sponsorship revenue goals
- Contribute to the overall success of the team by identifying challenges and proactively seeking solutions
- Keep abreast of new technologies, trends, and information related to special events and membership and make recommendations for changes, improvements, and/or new event opportunities
- Participate in cross-functional teams within the organization
- Other duties as assigned by the department director or President & CEO

DESIRED EXPERIENCE & SKILLS

- Comprehensive knowledge of meeting and event planning and production
- Strong project management skills and attention to detail
- Strong financial management skills
- Proficient in standard office software, including MS Office and database management
- Outstanding communication and organizational skills
- Strong interpersonal and collaborative skills required to give direction and guidance to individuals involved in planning and executing assignments
- Sound judgement and effective decision-making and problem resolution skills, and a keen understanding of the image, reputation and liability exposure of the organization
- Ability to work autonomously, handle multiple tasks and changing priorities, and work well under pressure
- Entrepreneurial, energetic, imaginative and mature personal demeanor
- Four-year degree (Will consider experience)
- Minimum of 5 years' experience in events
- Minimum 2 years' experience in leading project management and cross team collaboration
- Experience in soliciting sponsorship is strongly preferred
- Ability to work extended hours, mornings and evenings, for events and meetings

WORKING CONDITIONS & PHYSICAL REQUIREMENTS

- Due to the nature of Downtown Norfolk Council initiatives and events, there will be a need for the Special Events & Programs Manager to work before and after normal business hours to attend meetings and provide additional service for district events. Current programming and events require outdoor activities working in sometimes extreme conditions.
- To support district events, it would be necessary for the Events & Programs Manager to load and transport equipment and supplies. Additional event support will require



standing for extended periods of time, having periods of rest, for a range of three to ten hours.

COMPENSATION & BENEFITS

Downtown Norfolk Council offers the opportunity to make a difference in Downtown Norfolk

- Salary range is commensurate with experience
- Medical, dental, and vision insurance
- Vacation, sick, and holiday pay
- 401K

TO APPLY

Send resume and cover letter to dnc@principlestrategies.com

Applicants selected for interviews will be required to provide references, undergo a background check, and complete a pre-employment assessment.