

Partnership & Event Coordinator

Employment Type:	Full-Time
Reports To:	Partnership and Event Manager
Role Detail:	50% Sponsor Acquisition 50% Event/Registration Coordination

Description/Responsibilities

Partnership: Coordinate effective strategy to acquire targeted sponsors across industries and foster revenue opportunities with existing sponsors for Social Enterprises events as assigned. Oversee sponsor relations at all stages of relationship from initial cultivation to final event participation. Provide ongoing support to sponsors through tracking payment and ensuring sponsorship fulfillment. Provide follow-up accurate record keeping via Salesforce and Google Docs. **Events:** Support and coordinate high-level conference deliverables and ensure event-related tasks are delivered in a detail-oriented, professional and timely manner in accordance with event and organizational goals.

Partnership Coordination – 50% of time

The Partnership Team works to create and drive sales of sponsorships and strategic corporate partnerships for our national and regional conferences and events.

Sponsor Acquisition

- Reach out to target sponsor companies using best practice methods via email and phone to confirm sponsorships that generate revenue support for events.
- Work with approved sponsor targets/prospects to gain a clear understanding of their needs, and develop customized sponsorship and proposal packages to win their business and acquire new sponsorship revenue.
- Carry out/engage in consistent follow up communications with pending sponsor targets.
- Represent company events/projects at networking events and community functions to drive sponsor sales

Sponsor Tracking & Deliverables

- Ensure partnership acquisition efforts are consistently tracked and communicated to Marketing and Event Teams to ensure sponsorship commitments are delivered.
- Effectively create, track, and manage contracts and payments with confirmed Sponsors and Exhibitors
- Contribute feedback to development of partner communications/sales tools for each event

Tradeshow Coordination

Organize pre-event and onsite relations for all assigned events to include support, seamless exhibitor set-up, break-down and an overall excellent experience.

Event Coordination – 50% of time

Event/Registration Coordinator will provide event and attendee management support for the day-to-day operations of Social Enterprises events as assigned. It is essential that the EC/SC is detail oriented, organized and communicates effectively.

Registration Coordination

- Utilize, update and create Registration for each event using set [Registration Checklist](#), outlining best practice considerations for every event.
- Ensure registration has all data elements required by client, including custom industry and title set (will vary by client)
- Create Registration Pricing/Question chart to get input and approval from client before registration goes live
- Develop and maintain registration websites using online event management software (SE platform is Eventbrite) for events assigned
- Manage registration processes including entering/modifying registration data, producing reports and registration lists
- Assist and respond to attendee inquiries via phone and email in a timely manner
- **Registration Reporting:** Send Registration Reports/Results to client 1x/month pre-event upon contract signing; 1/week starting 2 months pre-event; 1x/day starting 2 weeks pre-event

- Maintain best practice standards for registration rules/parameters (early bird rates and dates, refund and exception policies etc.) based on experience and past year registration data analysis.
- Oversee event registration maintenance including responding to attendee's questions, making registration changes and providing updates to team members and clients
- Design name badge template and size based on client needs, get approval from client

Onsite Set-Up/Coordination

- Manage onsite setup of registration and preparation and dissemination of all materials.
- Manage best practice onsite event supply list and order event supplies (after approved by client)

In-Kind/Hard Cost Reduction Partnerships

- Conduct research and acquire in-kind partnerships to reduce hard cost for events

Event Coordination

- Assist Event Manager/Project Leads with event production and logistics elements to include:
 - Food/Beverage - menu selection
 - Audio visual RFPs, tracking and input into Project Report
 - Event Rentals
 - Recruiting and confirming volunteers
 - Videographer and photographer coordination
 - Onsite event support
 - Event data entry
 - Venue Space Overview
- Update Event Reports on a monthly/weekly/daily basis, as progress and commitments are made
- Create and update existing event attendee surveys
- Assist with schedule of Monthly/Weekly Update Meetings and creation of meeting recaps
- Coordinate meeting recap action items/milestones into Basecamp for follow through and tracking
- Create and coordinate Post Event Recap/Report for assigned events
- Coordinate event inventory of required supplies prior to and following each event
- Review and ensure all event logistics and registration information is up to date on all event Websites
- Coordinate hand written thank you letters/cards to all confirmed event production vendors
- Actively use company systems to manage projects, i.e. Basecamp, Eventbrite, Google Docs and Harvest time tracker

Client Meetings

- PC/EC will attend and take Meeting Recap Notes in all client project update meetings, to report to team on action items and ensure on-time delivery from assigned team
- Upload all action items/deliverables outlined in meetings to Basecamp and assign to relevant team leads

Project Coordination/Execution

- Coordinate key elements in weekly client meetings based on weekly company status meetings; assign weekly tasks in Basecamp, ensure documents are updated and tasks are completed.
- Contribute to Event Recap based on Lessons Learned and the event outcome.
- Update Event Project Reports on a monthly/weekly/daily basis, as progress and commitments with marketing partners are made
- Actively use company systems to manage projects, i.e. Basecamp, Google Docs and Harvest time tracker

Skills and Abilities Required

- Ability to communicate in a productive and professional manner with all co-workers, managers and team members; actively contribute in a positive manner during meetings with staff and business partners.
- Ability to effectively solve problems, make decisions and take action, exercising solid independent judgment.
- Ability to maintain a professional attitude and work independently in a fast paced, changing environment.
- Ability to work cohesively with a team and also independently with strong initiative and proactive involvement.
- Careful time management and project management skills to ensure projects stay within labor allocation;
- Exceptionally detail-oriented and organized, ensuring quality and consistent output.
- Experience with direct sales, relationship management, negotiation, customer service and project coordination
- Four-year college or university degree in Business, Marketing or Communications preferred or equivalent education and/or experience.
- Must be outgoing, have experience cold-calling and enjoy meeting new people.
- Percentage of Travel: 10% - 25%
- Proficiency in cloud software applications (Salesforce.com/CRM systems, Basecamp, Google Docs, Harvest.
- Proficiency in MS Office applications (Outlook, Word, Excel and PowerPoint).
- Proven ability to coordinate simultaneous projects.
- Strong initiative to drive project independently while tracking and communicating effectively with team;
- Strong knowledge of the event industry, trends, and strategies.
- Strong work ethic and good moral judgement.
- Strong written and verbal communication and sales skills, able to deliver clear, concise information to partners, clients and team.
- Willingness to attend local networking events after work hours to foster connections.
- Willingness to travel on weekends to work events, as needed.