

# JOB POSTING

## Convention & Events Services Manager

January, 2017

### POSITION SUMMARY

The position of **Convention & Event Services Manager** is responsible for the support and implementation of programs required for servicing convention and sporting events secured by the Greater Madison Convention and Visitors Bureau (GMCVB) and the Madison Area Sports Commission (MASC), and that will occur in the greater Madison area.

### JOB SCOPE AND ESSENTIAL FUNCTIONS\*

- Identify ways to meet and exceed the goals of meeting planners and event rights holders.
- Works in collaboration with Sales Managers to ensure consistent practices across all events, ensure a high level of communication well in advance of events and ensure secured convention and sporting events receive required services and promotion.
- Fulfillment of all service-related requests required by meeting planners and event rights holders to ensure the success of their event in Madison.
- Quickly and professionally respond to meeting planners and event rights holders' inquiries.
- Develop and maintain relationships with meeting planners and event rights holders, local facility representatives and the lodging community in an effort to develop and support meetings and sporting events in greater Madison.
- Plan, coordinate and execute pre-event week work and on-site work for events as applicable.
- Plan and attend site visits and pre-promotes.
- Manage housing groups, including room night leads for large online housing groups without meeting space.
- Collect and verify group accommodations' contracts prior to the start of event.
- Receive and process accommodations requests for groups utilizing the housing services of the GMCVB.
- Maintain current and accurate online housing database.
- Develop housing materials prior to the start of the event (registration forms, instructions, hotel lists, etc).
- Liaise with third party online housing provider for any updates, customizations and functionality issues/errors
- Maintain a working knowledge of facilities, attractions, and services available to organizers hosting events in the greater Madison area.
- Utilize the current Contact Management Database (CRM) to track service activities and leads.
- Customize marketing templates based on individual group (welcome letters, etc).
- Create partner referrals and send service requests for meeting planners and event rights holders.
- Stay current with industry best practices and recommend modifications to operational plans.
- Represent GMCVB and MASC in a professional manner at all times.
- Attend all GMCVB and MASC events and other industry events as requested.
- Travel may be required for training, special projects, presentations or other Bureau supported functions.
- Additional duties as assigned by the Director of Convention & Event Services.

*\*The above is intended to describe the general content of and major responsibilities for performance of the position. It is not intended to be an exhaustive statement of job duties or requirements.*

## **QUALIFICATIONS**

### ***Education and Experience Required***

- Bachelor's degree in Communications, Recreation Management or related field; or Associates Degree in Event Management, Recreation Management, or other related field; with four years of post-graduate experience required
- A minimum of three years of customer service experience required.
- Preferred industry experience, within tourism, non-profit, sports event management, or convention services, sports services and/or event management.
- Strong knowledge of the greater Madison area and familiarity with the Madison area tourist attractions, restaurants, hotels and major events required.
- Understanding of hospitality/tourism and sports/tourism industry and the community at large.
- Experience working with an on-line database highly preferred. Previous experience with Simpleview CRM database and Meetingmax or other online housing software a plus.
- Proficiency in computer based systems including Microsoft Access, Office 2000 (Word, Excel, Access, PowerPoint)
- Experience preparing for and working at events.
- Experience with a variety of office machines (printers, copiers, mail meters, scanners, etc).
- Certification preferred, but must be working toward either Certified Meeting Professional (CMP) or Certified Exhibition Management (CEM).

### ***Skills and Abilities Required***

- Self-starter and self-motivated individual will succeed best in this position.
- Strong administrative/organizational and project management skills
- Excellent verbal and written communication and problem-solving skills.
- Exceptional interpersonal skills and customer service skills with a wide variety of audiences including but not limited to visitors, clients, partners, and staff.
- Ability to work with others in a highly collaborative, fast-paced environment.
- Ability to respond to changing priorities and meet multiple and tight deadlines.
- Ability to analyze information and evaluate solutions to select the best option available to resolve problems with speed and efficiency.
- Strong commitment to quality, accuracy and detail.
- Ability to maintain a high operational efficiency while always working to further enhance the overall visitor experience.
- Ability to organize work effectively, conceptualize and prioritize objectives, and exercise independent judgment based on an understanding of organizational policies and activities.
- Ability to be flexible and to adjust to changing conditions and circumstances.
- Ability to thrive working in a team environment.
- Willing to work weekends and/or evenings, with a flexible schedule during event season, as needed for event services.
- Ability to establish and maintain effective working relationships.

***Accountabilities***

- Pursue pertinent professional development opportunities within the organizational budget.
- Work with Services Manager and VIS Lead to ensure staff are properly informed and scheduled for the various service opportunities.

**Physical Demands**

While performing the duties of this job, physical activity for extended periods of time include computer work/keyboarding, telephone use, sitting, standing, bending, reaching, and twisting; use hands to finger, handle or feel; reach with hands and arms; stoop, kneel, crawl and/or crouch. May be requested to lift materials of up to 35 lbs. Specific vision abilities required include reading computer screen and written documents; close vision, color vision and ability to adjust focus. Communicate effectively via verbal, audible and written means. Travel in personal automobile required for Bureau business. Occasional air travel may be required.

**Work Environment**

Heated and air conditioned office environment (cubicles). Noise level is usually low to moderate. May be required to occasionally travel and work off site for training, special projects and Bureau supported functions, and events. Travel in personal automobile required for Bureau business. Occasional air travel may be required.

**Reasonable Accommodation**

It is the policy of the GMCVB to provide reasonable accommodations to qualified individuals with a disability who are applicants for employment or employees to perform the essential functions of the job.

The GMCVB is an Affirmative Action/Equal Opportunity Employer.

**How to apply:**

To apply for any of our jobs, we ask for a **cover letter, with salary requirements, and a current resume.**

Send cover letter and resume to [operations@visitmadison.com](mailto:operations@visitmadison.com), or by mail to:

GMCVB  
Recruitment  
22 E Mifflin Street, Suite 200  
Madison, WI 53703

**Applications will be reviewed upon receipt. Please submit your application as soon as possible for early consideration.**