



Event Coordinator

Job Responsibilities

This position will be primarily responsible for coordinating operational and sales efforts related to our various events. Key characteristics that this individual must possess include strong organizational, communication and customer service skills. This individual must have strong computer skills, including knowledge of Microsoft Excel. This person must also have an impeccable attention to detail and the ability to work with a team toward common goals. This person must possess the ability to manage multiple tasks and projects. This person should be sports-oriented, demonstrate a desire to learn and grow, and offer ideas and suggestions to streamline processes/events.

This position will demand a moderate amount of travel, including some travel over weekends during events.

Event Coordination

- Customer service support:
 - Creatively determine how we can serve clients better.
 - Assist with customer calls and email requests.
- Assist in developing and executing specific procedures as they relate to the execution of events – from marketing efforts to the reservation process to the event fulfillment process.
- Analyze and challenge current processes. Offer suggestions to streamline procedures.
- Assist in distributing information on events to the sales staff.
- Work with the Marketing Manager, Event Managers/Account Managers and Travel Manager in developing and distributing marketing materials to promote our event packages and offerings.
- Will be required to learn and manage fully all areas of the Blackbird System
- Build rooming lists and manage room blocks in the Blackbird System to maximize utilization and minimize risk.
- Invoice packages and specific event offerings when applicable.
- Assist in managing the billing and collection process on event reservations.
- Assist in managing the billing and collection process on hotel commissions.
- Maintain and update event manifests, such as rooming lists, tour manifests, air manifests, specific component lists, etc.
- Communicate and manage relationships with vendors to successfully execute event fulfillment – from hotels to catering companies to other service vendors.
- Assist in managing the fulfillment process for events from ordering components, coordinating actual delivery of packages and developing information sharing materials included with the packages.
- Verify rooming list accuracy and other quality control items.
- Assist with audit and reconciliation of hotel and other event bills.
- Assist with on-site Playbook development.
- Assist with sales and event reporting.
- Assist in managing weekly reporting to and from the Event Producer and coordinate sales leads and progress reporting.
- Create and input Meet ‘n’ Greet data. Compile event summary information. Assist with management of qualified/eliminated teams. Maintain historic sales reporting on the event.
- Provide on-site staff support for events, as appropriate.
- Support the Event Manager/Account Manager with their needs and responsibilities, as necessary.

Marketing and Sales

- Website support: generate new ideas, help assure website is accurate and up-to-date and being used effectively.
- Provide suggestions on how to best generate sales for a given event.
- Work with Event Manager/Account Manager and Marketing Manager to identify potential customers, initiate outbound calls, prepare and send email blasts, and implement other sales tactics.
- Gain a working knowledge on all office events and services and answer incoming sales calls.
- Sell ATI services to current and potential customers mainly through phone and email communications. Identify opportunities to cross-sell ATI services.
- Special projects to include, but not limited to: client proposals, marketing ads, etc.

Reporting Relationships

- Report to the Event Managers or Account Managers for daily work and other office issues.
- Provide support to all Event Managers/Account Managers.

Working Conditions (legal)

- Work will be split between a climate controlled office environment for 90% of the time and the outside for 10% of the time, which includes driving or flying to major customers or potential customers in all types of weather including rain and snow.
- Work will be from eight to ten hours per day, five days a week. Some days will consist of early and/or late meetings with customers and staff members. This is a highly competitive field and will require weekend duties at times.
- Will be required to provide on-site support on certain events. You must be able to portray the company message of a successful growing travel company specializing in providing sports and university travel solutions.
- Associate will be eligible for all full-time benefits and subject to all policies defined in the Employee Manual.