



Job Description

Job title	Events Manager
Reports to	Director, Destination Services & Events
Department	Destination Services & Events
Classification	Non-Exempt
Date	July 2022

General Summary

VISIT ANAHEIM MISSION: TO IMPACT OUR COMMUNITIES AND VISITORS THROUGH THE POWER OF TRAVEL

The Events Manager will work closely with business leaders in Sales, Tourism, Marketing and Partnership to design, plan and execute events to advance Visit Anaheim's objectives, connect with partners and customers to enhance Anaheim's competitive position. The Events Manager is also responsible for collaborating with the business leaders of each event to clearly define the design, experience, budget, target audience and objective of event. The Events Manager will plan and execute events based on the vision of the business leader.

Primary Duties and Responsibilities

Responsibilities will include but will not be limited to:

Essential Functions:

Responsible for planning and executing events, sales missions and tradeshows for internal business leaders/departments.

Collaborate with business leaders/departments on event objectives, timelines, design and budget of event.

Collaborate with marketing and communication departments on marketing/communication plans for event.

Responsible for managing, shipping and ordering booth logistics, collateral and experience at tradeshows.

Responsible for organizing meetings with team members and appropriate partners to ensure communication, vision and objective of event is communicated.

Ensure partners and/or sponsors are integrated into the design and experience of the event.

Ability to clearly communicate with clients, co-workers and management with excellent verbal and written communication skills.

Ensure post event report is completed on each event including satisfaction study if necessary.

Ability to self-motivate and perform duties with attention to detail, speed, accuracy, follow-through, courtesy, and cooperativeness.

Extensive computer knowledge, Microsoft Office products and the integration of it with a database. Internet web research, excellent keyboarding and organizational skills. Ability to use functions in Data Base such as merging, making labels, forming statistical reports.

Must be highly professional with ability to represent Visit Anaheim internally and externally with partners and customers.

Responsible for planning and executing events locally (Customer Advisory Board, Partner Meetings, FAMs, etc) and events in different regions/countries (tradeshows, travel, tourism & communication events, industry events and client events).

Aid in creation of signature events in our destination.

Support the Destination Services and Events team as needed/assigned.

Miscellaneous projects-as assigned.

Background

- A. Supervision
No supervision is required in this position.
- B. Confidentiality
Exposure to confidential information given by planners, clients, partners.
- C. Mental Application
Ability to concentrate on tasks for long periods of time.
Capable of performing several tasks simultaneously.
Competent to present information, answer questions and talk informatively.
Attention to detail is required.
- D. Contacts – Internal and Public
High level of contact with clients outside organization. A friendly personality and ability to be tactful, discreet, circumspect, and informed is required to interact with staff, Visit Anaheim Partners, and the general public inside and outside of the office.

Specifications

- A. Education
Required: High school diploma or GED equivalent.
Preferred: 4-year college degree with related job experiences.
CMP certification.
- B. Experience
Required: Minimum of 4 years experience in hospitality or events industry.
Preferred: 5+ years of experience in hospitality industry- with job related experiences.
- C. Abilities
Required: Excellent proofreading, editing, organizational skills, communication skills, ability to travel domestically and to perform multiple tasks.
Preferred: Excellent communications skills, verbal and written, accurate data entry, and the ability to perform multiple tasks. Computer skills: Word, Excel, PowerPoint, SimpleView CRM, Ring Central, E-Fax and others as needed.

The physical demands are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The work environment characteristics described here are representative of those an employee encounters while performing essential functions of this job. The work environment is a professional business office.

A consistent and reliable presence at work is necessary.

Hybrid schedule – Staff currently working from home Monday, Wednesday and Friday.

**Please submit resumes to: [Debbie Taylor at careers@visitanaheim.org](mailto:careers@visitanaheim.org).
Subject line to read: Events Manager**