



**Now Seeking Candidates for the Following:**

## **SIGNATURE EVENT COORDINATOR**

**AMERICA'S AUTOMOTIVE TRUST is an Equal Opportunity Employer**

America's Automotive Trust is seeking an enthusiastic and engaging individual to join our team in creating, executing, and overseeing Signature Events based at LeMay - America's Car Museum (ACM). Enjoy working as part of a talented team in a beautiful and stunning environment – voted Best Museum In Western Washington by KING5's Best Of Western Washington Awards for the years 2014, 2015 & 2017 and named one of USA Today's 10 Best Museums and one of the 10 Best Family-Friendly Museums, in the Seattle vicinity by a Seattle local expert – ACM is an international destination for families and auto enthusiasts to celebrate America's love affair with the automobile and how it shaped our society. The stunning, four-level, 165,000-sq.-ft. Tacoma, Wash., facility features 12 rotating exhibits, private event space, five annual Signature Events, and serves as an educational center, hosting students of all ages. If you have a passion for designing, coordinating, and executing large scale events, possess excellent interpersonal skills, love working with people, and meet qualifications of this position, we would love to consider you and encourage you to apply.

**OPEN UNTIL FILLED – APPLICATION PROCESS:** See bottom of ad

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<b>REFERENCE JOB:</b>	<u>W-1450</u>	<b>LOCATION:</b>	<u>Tacoma Washington</u>
<b>EMPLOYMENT TYPE:</b>	<u>Regular Employment</u>	<b>DIVISION:</b>	<u>Institutional Advancement</u>
<b>FTE STATUS:</b>	<u>Full-Time (40+ hours/week)</u>	<b>DEPARTMENT:</b>	<u>Fundraising - Events</u>
<b>FLSA CLASS:</b>	<u>Exempt</u>	<b>DRIVING CLASS:</b>	<u>Required</u>
<b>REPORTS TO:</b>	<u>Marketing &amp; Communications Manager</u>	<b>BENEFITS:</b>	<u>Eligible</u>
<b>COMPENSATION:</b> <u>Market Competitive &amp; Based on Education &amp; Experience with Benefits: Medical, Dental, Vision, Life, 403b7, Supplemental Insurance, Paid Vacation, Paid Sick, &amp; Paid Holidays</u>			

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### **GENERAL SUMMARY:**

The Signature Event Coordinator is responsible for overseeing, coordinating, and facilitating the creation and execution of successful and robust Signature Events for America's Automotive Trust (AAT). This position oversees all aspects of AAT's Signature Event planning in collaboration with America's Car Museum's (ACM) departments, external entities, and appointed committees. The Signature Event Coordinator is part of the Marketing Department within AAT and reports directly to the Marketing & Communications Manager. This position supports all departments within ACM in achieving consistent and effective communications in regard to Signature Events and is responsible for the creation and execution of event initiatives, the implementation of best practices pertaining to Signature Events, and for executing Signature Events within established budget parameters while tracking and managing a defined budget.

Responsibilities include but are not limited to: Designing, coordinating, and executing all AAT Signature Events; Maintaining event timelines including minute by minute scheduling and record keeping; Adhering to and enforcing proper implementation of ACM event policies and procedures; Creating, tracking, and submitting reports concerning budgets for Signature Events; Procuring new vendors; Supporting Signature Event auction efforts; Coordinating vendors needs and event details; Coordinating with vendors for onsite deliveries and providing day-of-event vendor assistance; and, Collaborating and communicating with ACM departments regarding Signature

Events. The Signature Event Coordinator is expected to be onsite the day of the event to oversee event details and assist in the event set-up and load-out. Evening, weekend, and holiday work may be required surrounding AAT Signature Events. This position requires strategic planning and discretion to make decisions in support of the organization's objectives and departmental goals, and an ability to work independently to fulfill the responsibilities described herein while maintaining a team-oriented approach and attitude.

### **PRIMARY OBJECTIVES:**

1. Design, create, coordinate, and seamlessly execute all AAT Signature Events;
2. Ensure all details associated with Signature Events are carried out according to established timelines and uphold AAT's customer service standards;
3. Provide professional representation of AAT and the Museum while interfacing with clients, vendors, committees, and colleagues;
4. Ensure established Signature Event budget parameters are upheld.

### **MAJOR RESPONSIBILITIES:**

Under the general direction of the Marketing & Communications Manager, the Signature Event Coordinator's major responsibilities include:

1. Planning and executing all AAT Signature Events and related deliverables;
2. Coordinating and facilitating internal and external communications, meetings, and briefings, including minute by minute timelines, to ensure proper communication and participation in achieving Signature Event objectives;
3. Collaborating with Marketing and direct agencies to develop Signature Events promotional programs and materials and overseeing the distribution of materials to appropriate locations;
4. Coordinating with Development staff to ensure that sponsor needs are met and honored;
5. Developing and tracking Signature Event budgets and assisting with the monitoring of budget limits.

### **QUALIFICATIONS:**

The incumbent for this position must be at least 21 years of age and possess: an AA or AAS degree in hospitality, business, marketing, communications, or closely related field, with a minimum of two years event planning experience. Additional relevant education or experience may be substituted one for the other, on a year for year basis. The incumbent must also possess proficiency in the use of Word, Excel, PowerPoint and Outlook, an extensive knowledge of the event management industry, and the ability to work independently and collaboratively with an attitude that fosters teamwork with key stakeholders.

### **Additionally, the incumbent must possess:**

1. The ability to pass an in-depth background investigation including criminal history, employment records, and personal references;
2. A proven track record and direct involvement in the development of a creative product including shows & events, marketing campaigns, merchandising, or point of sale materials;
3. A solid proficiency in the English language with professional communication skills including written, oral, presentation, and interpersonal skills;
4. The skills and ability to foster effective working relationships with volunteers, employees, contractors, external entities, and the public;
5. Must have or be able to acquire a MAST card;
6. An understanding and ability to provide service excellence through product delivery, staff and client interactions, and consistency in all Signature Event functions;

7. Effective project management skills, attention to detail, and ability to drive projects toward successful completion;
8. An ability to effectively multi-task and coordinate between different projects and/or departments and agencies while remaining organized and solution focused;
9. The ability and commitment to remain sensitive and responsive to the diverse needs and cultural differences within the organization's employment, guest, and client population;
10. Proficient skills in the use of Word, Excel, PowerPoint, Outlook, Visio, and Web browsers;
11. The ability to lift up to 30 lbs. frequently, stand and sit for extended periods of time, bend stoop, and twist regularly, manipulate items with fingers frequently, operate a computer regularly, visually inspect displays/monitors, read and interpret manuals and instructions, and effectively communicate verbally, and in written format, with guests, contractors, employees, and management regularly;
12. An ability to thrive in a fast-paced, dynamic environment, with high expectations for professional outcomes;
13. A track record of providing high levels of customer service;
14. Excellent organizational and administrative skills with the ability to manage a wide range of tasks with competing timelines and interests;
15. The interpersonal skills, sensitivity, and ability to professionally interact with a diverse range of people of all ages, socio-economic groups, and personality types;
16. The ability to critically analyze and resolve quantitative, logistical, and spatial problems;
17. The skill and ability to work independently with general instruction and minimal supervision while maintaining a team-oriented approach and attitude;
18. A willingness to maintain personal scheduling flexibility to cover special events, late evening events, and emergencies as the needs of a seven-day operation may require.

## **PREFERRED QUALIFICATIONS INCLUDE:**

1. A fundamental knowledge of the history of the automobile, brands, technologies, and trends in the United States;
2. A working knowledge of print production;
3. Large event and/or auction event management experience;
4. Budget management experience;
5. The ability to drive personal vehicle for business purposes.

## **WORKING CONDITIONS:**

1. Exposure to a combination of office, shop, commercial retail, commercial food, and outside environments;
2. Outside work is conducted in varying weather conditions;
3. Minimal exposure to cleaners and various other chemicals;
4. Minimal exposure to dust, gasses, and fumes.

## **RESPONSIBILITIES:**

### **PUBLICITY & ADVERTISING**

1. Collaborates with Graphic Design Coordinator to create and develop Signature Event collateral materials;
2. Coordinates with Marketing to facilitate the relaying of all relevant advertising information to AAT's Social & Digital Media Coordinator for posting to website and social media sites;

3. Collaborates with Marketing & Communications Manager to plan Signature Event promotional programs;
4. Arranges, coordinates, and ensures the distribution of mailings and collateral associated with Signature Events.

### **COORDINATION**

1. Develops and establishes all aspects of Signature Events on time, within budget, and within agreed upon strategic parameters;
2. Builds and grows current Signature Events to improve value added, maximize attendance, and foster new relationships while facilitating the stewarding of existing relationships in support AAT and its affiliates.
3. Collaborates with the Marketing & Communications Manager to create Signature Events objectives;
4. Works with contractors and external entities to meet and deliver event objectives, including but not limited to, procuring quotes, price researching, and contract evaluation;
5. Conducts planning, coordination, briefing sessions, and post-event reviews with AAT Management and ACM Departments and committees to facilitate direct communication and planning surrounding Signature Events;
6. Coordinates and communicates all event details to ACM departments and involved participants, including but not limited to, event timelines, initiative due dates, vendor needs, organization processes, and procedures;
7. Liaises between AAT staff, committee members, ACM staff, and outside entities for all Signature Events;
8. Creates event database forms, updates event forms, and implements proper use of relevant AAT databases for event communication and coordination;
9. Enlists volunteers, in coordination with ACM's Volunteer Coordinator, to adequately staff each Signature Event;
10. Represents AAT and ACM while providing on-site day-of event coordination and support.

### **SPONSORS & VENDORS**

1. Solicits and enlists vendors for Signature Events while appropriately honoring ACM's current vendor list;
2. Creates, distributes, and processes vendor contracts, participant registration packets, as well as, managing liability forms;
3. Monitors vendors on-site for deliveries, pick-ups, and day-of-event vendor services;
4. Works in collaboration with AAT's Institutional Advancement Department to secure corporate sponsorships and improve funding to cover Signature Event expenses and ensure financial benefit from each Signature Event;
5. Assists Development staff to meet goals by creating opportunities through event contacts;
6. Facilitates sponsor benefits for days of event;
7. Supports Auction Committee by collecting and shipping auction items associated with Signature Events;
8. Ensures that sponsors receive acknowledgment and thank you cards for event sponsorship.

### **BUDGET**

1. Creates budgets for each Signature Event, maintains profit and loss statements, and produces related statistics and reports for review by Marketing & Communications Manager;
2. Oversees Signature Events to ensure that all aspects are developed and executed on time, within budget, and within agreed strategic parameters;
3. Tracks budgets while monitoring event budget limits;

4. Creates POs and reports and coordinates with ACM's Finance Department to reconcile all Signature Event expenses and proceeds.

**OTHER:**

1. Maintains a flexible schedule and works weekends, holidays, and late nights, as needed;
2. Attends meetings as needed or requested;
3. Participates in off-site promotional events to promote AAT and Signature Events;
4. Renders event assistance to Private Events on a periodic basis as directed during periods of high private event functions;
5. Assists with logistics, design, and execution for other events, i.e., The Drive Home, Club Auto, and Concours Club events, as directed;
6. Maintains and reports statistical data as needed or requested;
7. Drives personal vehicle for business purposes, as needed;
8. Utilizes MS-Word and Excel to generate communications and reports;
9. Utilizes MS-Outlook for email communications and scheduling;
10. Participates in on-call responsibilities in emergency situations;
11. Performs other duties as assigned.

**APPLICATION PROCESS:**

**NOTE: If you want to be considered for this position – include all 4 elements of the application materials.**

1. Cover letter (*include specific job reference # W-1450*)
2. Resume
3. Salary History (*Must be incorporated into resume, email, or attachment*)
4. Professional references contact numbers (*minimum of three*)

Email all application materials to [HR.Recruiter@AmericasCarMuseum.org](mailto:HR.Recruiter@AmericasCarMuseum.org) or fax to 253-779-8499.