



MEMBERSHIP EVENTS COORDINATOR POSITION DESCRIPTION

REVISION DATE:	<u>08/17/2022</u>	DEPARTMENT:	<u>Membership</u>
FLSA CLASS:	<u>EXEMPT</u>	DRIVING CLASS:	<u>N/A</u>
FTE STATUS:	<u>1.0 (Full-time)</u>		
REPORTS TO:	<u>Membership Manager</u>		
SUPERVISES:	<u>Membership Event Volunteers</u>		

GENERAL SUMMARY:

The Membership 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 Membership Event Coordinator is part of the Membership Department within AAT and reports directly to the Membership Manager. This position collaborates with Membership, Club Auto, and Guest Services departments to support Cruise Ins, Club Auto Open House, and Drive in Movies. It supports all departments within ACM in achieving consistent and effective communications regarding Signature and Membership Events and is responsible for the creation and execution of event initiatives, the implementation of best practices pertaining to Signature and Membership Events, and for executing these 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 and Membership 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 and Membership 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 and Membership Events. The Membership 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 and Membership 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.

This position description has been designed to indicate the general nature and level of work performed by jobholders within this role. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to the job. To perform the job successfully, an employee must perform each essential responsibility satisfactorily. These requirements are representative, but not all-inclusive, of the knowledge, skills, and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

PRIMARY OBJECTIVES:

1. Design, create, coordinate, and seamlessly execute all AAT Signature and Membership Events and collaborate with Membership, Club Auto, and Guest Services in designing, creating, and coordinating Cruise Ins, Club Auto Open House, and Drive in Movies;
2. Ensure all details associated with Signature and Membership Events are carried out according to established timelines and uphold AAT's customer service standards;
3. Provide professional representation of AAT its member organizations while interfacing with clients, vendors, committees, and colleagues;
4. Ensure established Signature and Membership Event budget parameters are upheld.

MAJOR RESPONSIBILITIES:

1. Create, plan, and execute Signature and Membership Events to improve value added, maximize attendance, and foster new relationships while facilitating the stewarding of existing relationships in support AAT and its member organizations;
2. Develop and establish all aspects of Signature and Membership Events' timelines, within budget, and within agreed upon strategic parameters;
3. Coordinate and facilitate internal and external communications, meetings, and briefings, including minute by minute timelines, to ensure proper communication and participation in achieving Signature and Membership Event objectives;
4. Coordinate with contractors and external entities to meet and deliver event objectives, including but not limited to, procuring quotes, price researching, and contract evaluation;
5. Plan, coordinate, and conduct briefing sessions and post-event reviews with AAT Management and ACM Departments and committees to facilitate direct communication and planning surrounding Signature and Membership Events;
6. Create event database forms, update event forms, and implement proper use of relevant AAT databases for event communication and coordination;
7. Collaborate with Marketing and direct agencies to develop Signature and Membership Events promotional programs and materials and overseeing the distribution of materials to appropriate locations, including the website and social media sites;
8. Ensure the distribution of mailings and collateral associated with Signature and Membership Events;
9. Coordinate with Development staff to ensure that sponsor needs are met and honored;
10. Coordinate with the Volunteer Coordinator to enlist volunteers to adequately staff each Signature and Membership Event;
11. Monitor vendors on-site for deliveries, pick-ups, and day-of-event vendor services;
12. Work in collaboration with AAT's Institutional Advancement Department to secure corporate sponsorships and improve funding to cover Signature and Membership Event expenses and ensure financial benefit from each event;
13. Ensure that sponsors receive acknowledgment and thank you cards for event sponsorship;
14. Support Auction Committee by collecting and shipping auction items associated with Signature and Membership Events;
15. Collaborate with Membership, Club Auto, and Guest Services in designing, creating, and coordinating Cruise Ins, Club Auto Open House, and Drive in Movies;

16. Maintain a flexible schedule and works weekends, holidays, and late nights, as needed;
17. Attend meetings as needed or requested;
18. Participate in off-site promotional events to promote AAT and Signature and Membership Events;
19. Render event assistance to Private Events on a periodic basis as directed during periods of high private event functions;
20. Assist with logistics, design, and execution for other events, i.e., The Drive Home, Club Auto, and Concours Club events, as directed;
21. Maintain and report statistical data as needed or requested;
22. Drive personal vehicle for business purposes, as needed;
23. Utilize MS-Word and Excel to generate communications and reports;
24. Utilize MS-Outlook for email communications and scheduling;
25. Participate in on-call responsibilities in emergency situations;
26. Performs other duties as assigned.
27. Develop and track Signature and Membership Event budgets and assisting with the monitoring of budget limits;
28. Creates POs and reports and coordinates with ACM's Finance Department to reconcile all Signature and Membership Event expenses and proceeds.

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. Large event and/or auction event management experience; budget management experience; and the ability to drive personal vehicle for business purposes preferred.

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. The 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.

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.