

BIG BEAR VISITORS BUREAU / TBID

Big Bear Lake, California

POSITION: Director of Events

SUPERVISOR: Chief Executive Officer

GENERAL FUNCTION

Responsible for strategic planning, development and implementation of Big Bear Visitors Bureau/TBID events, event grant program, and tourism based improvement strategies.

PRIMARY RELATIONSHIPS

The position reports to the Chief Executive Officer and serves as a member of the senior management team. This position participates with the Board of Directors, Chief Executive Officer and other management staff in charting the direction of the Organization, assuring its accountability to all constituencies, and ensuring its effective operation. Within the Organization, the position has primary working relationships with the Chief Executive Officer, senior management team, Events Resource Office, staff, volunteers and consultants of the Events function, and related service providers.

DUTIES & RESPONSIBILITIES

The role includes but is not limited to the tasks listed below, which may be modified at any time depending upon the needs of the business:

- Supervise the event grant program, fulfill event logistical needs, and service/support existing events - all for the purpose of increasing incremental lodging room nights during the off-seasons and mid-week.
- Research, identify and generate leads for new events with a focus on multi-day events with 10,000+ attendees.
- Responsible for all TBID events allocations with Board approved goals for major events that increase off season and midweek overnight lodging room nights.
- Generate grant proposals for funding from outside agencies for the support of events, tourism development, and tourism improvement related infrastructure.
- Develop major events in shoulder seasons to increase overnight occupancy.
- Assist in marketing events for awareness and conversion to overnight visits.
- Develop and collaborate in business and marketing strategic plans to maximize ROI and the goals of the organization.
- Manage the event grant process including: receive and review applications; make recommendations to the CEO, Event Committee and Board of Directors; issue agreements; track budgets; and coordinate VB/TBID responsibilities.
- Works with event organizers to ensure accurate room night tracking and fulfillment of all grant requirements.
- Coordinates marketing efforts with Marketing Director and Communications staff for promotion of grant funded events.
- Represents the organization as the primary contact for event rights holders regarding marketing, promotion, increased overnight stays and TBID funding.
- Coordinate and partner with local event promoters to facilitate event growth that increases overnight stays.
- Devise communication system to follow-up with staff and clients to meet deadlines and expedite assigned responsibilities.
- Coordinate with City's Events Resource Office to enhance events and increase event attendance.
- Submit area events to media and organizational assets.

- Attend conferences to enhance knowledge and connections within the industry.
- Maintain various event/sales databases and create reports and spreadsheets.
- Collaborate with the Events Resource Office to ensure events are following procedures set with the City, County, etc.
- Performs all other duties as assigned.

QUALIFICATIONS REQUIRED

- Strong leadership, creative, strategic, analytical, organizational and sales skills.
- Portfolio of contacts and event promoters network.
- Demonstrated skills, knowledge and experience in events development and execution including: planning, budgeting, implementation, and marketing.
- Experience in developing and managing budgets.
- Computer literacy in word processing, database management, etc.
- Ability to work with shared leadership and in cross-functional teams.
- Strong oral and written communications skills.
- Ability to manage multiple projects at a time.
- Out-of-town, overnight travel is required.
- Presentations and public speaking to small and large groups.
- Minimum of 5-7 years of experience in event development, promotion, planning, and marketing with demonstrated success, preferably in the not-for-profit and/or tourism industry.
- Bachelor's degree in advertising, marketing, business, or public relations preferred.

SALARY

DOQ

The Big Bear Visitors Bureau is an equal opportunity employer. Applicants will be considered without regard to race, creed, color, gender, age, national origin, disability, veteran status, sexual orientation, gender identity, or any other status protected under local, state or federal law.

TO APPLY

Please email your resume and contact information to:

- michaelcalcolsol@gmail.com