



**Events & Community Relations Manager**

<b>Position Title</b> Events & Community Relations Manager	<b>Reports To</b> Director of Marketing and Community Relations
<b>FLSA Status</b> Exempt	<b>Date Prepared</b> December 14, 2018

**Position Summary**

The Events & Community Relations Manager is responsible for the successful implementation of events, programs and activations that raise awareness of, drive attendance to and increase participation in Cherry Creek North. The Events & Community Relations Manager identifies partnerships, determines opportunities and implements programs that encourage stakeholder participation and public attendance for events and promotions occurring in the 16-block district. The Manager plans, leads, and oversees creative activations and programs including current annual events (CCN Food & Wine, Winter Fest), retailer engagement and promotions (InSidewalk Sale, Sidewalk Sale, Small Business Saturday), and will strategically help identify and develop future programs.

**Primary Functions**

- Oversees and implements CCN annual events including but not limited to sponsorship procurement, ticketing sales, event logistics and production, event plans and timelines, event marketing and advertising, CCN BID constituent engagement and logistics.
- Serves as facilitator between event producers, the City of Denver, and affected stakeholders to mitigate challenges and optimize outcomes associated with special events.
- Works with the Director of Marketing and Community Relations to manage and maintain sponsorship program for BID Signature events including meeting with current and potential sponsors and oversees all sponsorship fulfillment.
- Acts as the BID's welcoming committee for new businesses in the District and presents BID marketing, advertising, event and engagement opportunities.
- Conducts regular in-person meetings with all new and long-standing retailers and restaurants to garner participation in promotional efforts, activation, events, CCN gift card program and BID programming.
- Oversees marketing, messaging and event brands including assisting in development of special event and promotional toolkit for storefront businesses.
- Acts as organizational spokesperson for all BID events, activations and retailer promotions.
- Oversees the BID's events intern program including hiring and day-to-day duties of interns.
- Works strategically with Director of Marketing and Community Relations to determine



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strategy, goals and budgets for all events, programs, retailer promotions and activations.

## **Required Competencies**

### Industry

- At least 5-7 years of experience in marketing and communications, event management or related profession OR equivalent training and education
- Previous BID or downtown association experience, or similar civic or nonprofit work

### Management

- Bachelor's degree, Master's degree a plus
- Demonstrated competency in written and verbal communication skills, including working with large groups and media
- Prior supervisory or management of employees, interns and/or volunteers
- Demonstrated proactive participation in budget monitoring and management
- Strong organizational skills
- Ability to work with a range of people, meet a variety of demands, and work in a fast-paced, frequently-changing environment
- Ability to establish and maintain positive relationships with stakeholders
- Ability to prioritize assignments related to projects in order to meet internal and external needs and deadlines
- Demonstrated knowledge and enthusiasm for Cherry Creek North businesses, customers and partners
- Demonstrated skills in program management, working with a diverse client base of businesses (public and private entities)
- A desire to work in a fast-paced environment

### Program Areas

- Demonstrated experience and success in planning and running events for a civic organization (outdoor and indoor)
- Demonstrated experience and success in securing and stewarding partnerships, sponsorships and community support for various events and programs
- Experience managing multiple event budgets and timelines simultaneously
- Experience in managing and negotiating proposals and contracts for outside services
- Demonstrated knowledge and understanding of City of Denver event permitting process
- Provides debriefs on all events, activations and retailer promotions, including possible improvements, budget variances, lessons learned and attendance reports
- Excellent customer service skills
- Comfortable using various communications methods (phone, email, in person meetings) to solicit support and participation in various events, activations and programs
- Strong understanding of negotiation and interpretation of contracts
- Ensure profitability of all events and work within defined budget



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- Proficiency using a Mac for design and development
  - Social media in a professional setting, including Twitter, Facebook and Instagram

### **Working Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Office environment with frequent telephone calls, emails, and walk-in customers.

### **Physical Activities**

The physical demands described here 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.

Body Movement: Physical mobility to work in an office setting. Sit and stand while performing duties. Repetitive hand movement while keyboarding and writing.

Vision: Uses sight in the normal range with or without correction to perform duties.

Hearing: Uses hearing in the normal range with or without correction to perform duties.

### **Note:**

**This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with this job.**