Job Description

Position Title: Associate Manager, Event Program
Classification: Associate Manager
Pay Grade: Level 9
Department: Education and Member Services
Employment Status: At-Will
Position Reports To: Education & Events Manager
Positions Supervised: No supervision exercised
Judgment Exercised: Exercises standard independent judgment
Overtime Status: Exempt

Position Summary
Performs a variety of duties related to the coordination, development, and delivery of conferences and/or other events; works with city officials, city staff, and subject matter experts to develop content and educational programs for conferences; coordinates conference production, including budget and announcements, on-site management, and troubleshooting; serves as a liaison with attendees, speakers, and facility staff; travels to events on a regular basis; and performs other duties as assigned.

Essential Duties and Responsibilities
Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Event Programming and Coordination
- Serves as a primary contact for assigned portions of conferences or other events.
- Manages the communication and schedule coordination.
- Participates in identifying, contacting and confirming program speakers, trainers, and moderators.
- Serves as a liaison between the conference planning committee and speakers, trainers and moderators, providing information, training, and related services.
- Negotiates keynote speaking fees, honorariums, benefits and vendor agreements.
- May be assigned to develop and monitor budget for assigned event(s).
- Participates in and recruits members for conference and/or event planning committees; works collaboratively as a member of the committee for each assigned event; participates in the selection, coordination, planning and execution of sessions for assigned events.
- Communicates a variety of information to all committee members.
- Oversees and coordinates program logistics involving production schedules, facilities, equipment, program development, etc.
• Develops, coordinates and participates in marketing efforts and materials for assigned programs, including open calls for proposals, event registration, program/event announcements, mobile applications, and signage for assigned events.
• Provides on-site quality customer service, troubleshooting, and public relations with attendees, speakers and moderators during meetings and workshops; may be required to assist with setting up, operating and troubleshooting audio visual equipment, software, and related programs while on-site; may be required to create scripts and slides; ensures programs stay on track, speakers are prepared, and sessions remain on schedule.
• Coordinates and chairs formal production meetings; creates and coordinates agenda information and layout for each conference, including formal announcements; maintains and edits conference data in team-wide database.
• Performs a variety of follow up duties after an event; finalizes evaluation questions and conducts post-event evaluations including logistical details, program content and speaker effectiveness; prepares financial report and detailed event summary; sends thank you notes to speakers, moderators, planning committee, executive committee, etc.
• Participates in and assists with the RFP process in selecting future years’ conference locations and contract details; provides input on venue selection, spatial requirements, timing of agenda, and other event related items.

General
• Travels regularly to locations throughout California in the performance of duties.
• Works beyond Cal Cities normal 8:30 a.m. to 5 p.m. Monday through Friday business hours when necessary to participate in meetings, meet deadlines, perform duties and accomplish tasks and goals.
• Works on a daily basis with other Cal Cities staff, including the Conference Logistics Coordinator, Information Technology Assistant, Registrar, and Events and Education Manager.
• Performs other duties as assigned.

Job Qualifications

Knowledge/Skills:
• Knowledge of effective event planning, including program content, timelines, milestones, deadlines, and logistics.
• Familiarity with the structure, needs, issues and challenges of cities.
• Perform effectively both independently and as part of a team.
• Apply project management techniques and best practices to event planning, program development, training development and related functions.
• Apply marketing practices effectively.
• Computer literacy in word processing, presentation software, and page layout including experience MS Office products and other general-purpose tools (Acrobat, multiple Internet browsers, etc.).
• Ability to provide effective customer service, in person, over the phone and in writing.
• Ability to effectively communicate, orally and in writing.
• Strong creative, analytical, persuasive and organizational skills.
• Ability to manage time and prioritize work to meet deadlines.
• Knowledge of basic current legislation and Cal Cities priorities related to assigned events.
• Employs strategies and approaches to ensure and improve inclusion, diversity and equity-based outcomes within the organization and across Cal Cities policies, programs, and services.
• Review, analyze and respond appropriately to problems, recommended program changes, and participant, vendor and speaker feedback; develop, implement and evaluation strategies to improve events.
• Successfully develop, control and administer program budget and expenditures.
• Plan and review arrangements with specific attention given to detail.
• Ability to represent Cal Cities in a professional manner and foster positive working relationships.
• Working knowledge of Cal Cities and their functions and a general knowledge of other agencies and their interface with Cal Cities.
• Sustain a positive, “can-do” attitude and commitment to customer service for both internal and external customers.
• Respond immediately to changes, demands and workload in a positive and pleasant manner.
• Establish and maintain effective work relationships with those contacted in the performance of required duties.
• Be self-supervising and independently follow through on necessary tasks.
• Perform duties with professionalism, both individually and as a member of a team.
• Be flexible while performing multiple activities.
• Interpret and apply Cal Cities policies, procedures, guidelines, rules and regulations.
• Effectively communicate clearly and concisely with diverse audiences, both verbally and in writing.
• Engage in regular travel throughout California on day, overnight and multiple-day trips to complete assigned duties and responsibilities.

Experience and Training

Bachelor’s degree from four-year College or University is desirable. Three (3) years of progressively responsible experience with demonstrated success in event programming, conference management, adult education, or a combination of education and experience which provides the required knowledge, skills, and abilities. Certification in Meeting and Event Planning is preferred. Knowledge of or direct connection to local government is desirable.

Physical Demands and Work Environment

The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee regularly works in a business office setting. Tasks require variety of physical activities, not generally involving muscular strain, such as walking, standing, stooping, sitting, reaching and light lifting. Regular and consistent in-
person interaction and continuous talking, hearing and seeing required in the normal course of performing the job. Common eye, hand, finger dexterity required to perform some essential functions. Mental application utilizes memory for details, verbal instructions, emotional stability, discriminating thinking and creative problem solving. Regular automobile and airline travel required in normal course of job performance.

### Equipment Used

<table>
<thead>
<tr>
<th>Computer, keyboard, mouse</th>
<th>Copier</th>
<th>Scanner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fax machine</td>
<td>Telephone</td>
<td>Smart Phone</td>
</tr>
<tr>
<td>Automobile</td>
<td>Current office applications</td>
<td></td>
</tr>
</tbody>
</table>