

# LaPorte County Fairgrounds Management & Events Corporation

## BUSINESS & EVENTS PLANNING MANAGER

We are looking for a competent Event Manager to oversee and organize events that will have a major impact on the LaPorte County community. The manager will ensure that events are successful and cost-effective, paying attention to budget and time constraints. This position will direct the day to day operations of the LaPorte County Fairgrounds.

Seeking candidates with a proven track record of developing successful marketing strategies, a minimum of a bachelor's degree in business management, hospitality, marketing or other related field and a minimum of four years' experience managing major events with 1000 + attendees. Our goal is to increase the number of events booked at the LaPorte County fairgrounds on a year-round basis.

## RESPONSIBILITIES

- Plan and organize event from start to finish according to requirements, target audience and objectives. Coordinate all operations
- Prepare budgets and ensure adherence to avoid project overruns.
- Identify potential opportunities at the national level and create campaigns to capitalize on those opportunities
- Manage all aspects of the event planning process, including collaboration with subcontractors, venue identification, menu development, printing and design of materials and budget tracking
- Develop a network of event subcontractors that make planning each community event a simple process. Source and negotiate with vendors and suppliers
- Responsible for hiring all personnel. Supervise all staff
- Come up with suggestions to enhance the event's success
- Lead promotional activities for the event and approve all aspects before the day of the event
- Ensure event is completed smoothly and resolve any problems that might occur
- Analyze the event's success and prepare reports summarizing each event. Track event key performance areas and identify items to work on for future event.
- Collaborate with community partners, (business, government, educational and civic groups) by attending community functions to network and identify potential opportunities.

## SKILLS AND QUALIFICATIONS

- Ability to work independently and a self- starter
- Capable of working with internal and external teams and partners
- Experience manage events and conferences with 1000+ attendees
- Knowledgeable with event registration software
- Bachelor's Degree in Hospitality Management, Marketing or related Field
- 4+ years of event management experience
- Proven track record of identifying and maximizing event opportunities
- Excellent time management and communication skills
- Ability to work under strict deadlines

## REQUIREMENTS

- Proven experience as event manager
- Skilled in project management
- Knowledge of marketing techniques for event management
- Computer savvy; proficient in MS Office
- Outstanding communication and negotiation ability
- Excellent organizational skills
- A knack for problem-solving
- Customer-service orientation
- A team player with leadership skills
- Minimum of a Bachelor's degree in marketing, hospitality management or related field is preferred

Compensation will be based on experience