



JOB DESCRIPTION

TITLE: Event Engagement and Registration Specialist

Department:	Event Management
FLSA Status:	X Exempt <input type="checkbox"/> Non-Exempt
Reports To:	Senior Event Manager
Supervises:	N/A

SUMMARY

GTS Educational Events designs, convenes and supports educational programs for government and civic sectors that engage, inspire and inform.

The Event Engagement and Registration Specialist functions as a key member of a dynamic team of professional, dedicated employees who develop and implement events that help government and civic organizations build knowledge, drive innovation and improve outcomes.

Attributes of a successful candidate include a familiarity with event registration platforms, familiarity with reporting analytics and an understanding of event engagement programs.

This position manages the attendee registration experience and will communicate directly with clients and attendees to ensure a seamless registration and event communication process. The position will also support event planning and operations duties as assigned.

PRIMARY RESPONSIBILITIES

GTS meetings and events may sometimes be complex in nature, require high touch and outstanding technical customer service. The Event Engagement and Registration Specialist has ultimate accountability and takes the lead role on all registration processes, attendee engagement and customer service and event reporting to ensure a smooth logistical process, and attendees have the ideal registration experience.

Day by day responsibilities include working with event managers, marketing communication managers and administrative teams for gathering, qualifying and implementation of program content for online registration of event, as well as assisting with event planning and operations.

1. Event Engagement & Communications

- Work with internal and client-facing teams to create impactful event management registration websites that engage, inform and equip participants for an exceptional event experience.
- Support the Marketing & Communications team to drive results of event engagement through copywriting, editing, proofing and content management.
- Ensure client and/or event brand compliance.
- Source, secure and establish rights for all visual content including photography, graphics, illustrations and multi-media.
- Management of attendee communications including save the dates, invitations, confirmations, pre-conference materials, etc.

2. Event Registration

- Manage enterprise-wide event registration management tool in the following areas:
 - Event registration content build detail development
 - Content management
 - Attendee type and registration path design
 - Website build using online and original templates
 - Email invitation campaigns
 - Registration coordination
 - Fee collection
 - Housing and room block management
 - Report creation and API integrations
- Evaluate end-to-end internal and/or external client expectations and analyze options to provide the best registration and engagement solutions.
- Work with technology suppliers, developers, graphic designers and coders for the seamless execution and implementation of event registration websites.
- Test and proof technology programs while managing deadlines.
- Interface with mobile applications for events.

3. Analysis and Reporting

- Create and manage standard and customized registration reports.
- Lead database and registration platform management including all supplier licensing and user group set up and tracking.
- Design surveys to determine the effectiveness and success of the event.
- Conduct or participate in internal project team reviews to identify, discuss and document project successes and opportunities for continuous improvement.
- Disseminate, compile, analyze and report on results from event evaluation tools.
- Support accounting staff in creating a final financial audit and report of assigned events.
- Create final reports of assigned events to include a summary of event data (attendee, financial, etc.), lessons learned and recommendations for continuous improvement.
- Responsible for providing accurate and timely reports to all vendors as required including, Hotel, Convention Services, Destination Management Companies, AV, etc.

4. Provide Attendee Customer Service

- Answers phone and email questions from participants.
- Provides solutions and actions including attendee logistical requests and changes.

- Partners and supports the Meeting Planner throughout the planning process.
- Provide attendee summaries and reports to clients including escalating approvals as needed.
- Proactively escalate potential client or program issues for timely resolution.
- Meet and exceed client service level agreements in regards to relative functions.
- Constantly identify and strive for continuous improvement of processes, procedures and tools.
- Travel onsite for assigned programs as requested.

5. Support Event Planning & Operations (as assigned)

- Coordinate logistics and operations details for conferences and workshops including meeting space, accommodations, A/V and production requirements, exhibit booth layout, themes/entertainment and technology/set-up requirements;
- Create onsite (day of event) materials such as participant packets, name badges and other onsite materials as needed

OTHER RESPONSIBILITIES

1. Maintain relationships with engagement, registration and digital support industry suppliers.
2. Stay abreast of developments in digital engagement and registration products.

JOB SPECIFICATIONS

Desired Education and Experience

- A combination of post-secondary education and relevant work experience to total a minimum of 2 years. Advanced education with Bachelor's Degree not required but a plus.
- Minimum 2 years' experience successfully using various event management technologies for organizing, communicating and delivering events, i.e. online registration, social media and digital technologies.
- Prior website, registration or related event management experience ideal.
- Project management experience with a minimum 2 years' experience managing complex projects.

Knowledge, Skills and Abilities

- Superior writing and communication skills.
- Database management skills.
- Excellent customer service skills
- The ability to maintain strong relationships with internal and external clients & vendors.
- High performance skills in project management.
- Work independently as well as collaboratively within a team environment.
- Strong organizational and time management skills.
- Keen attention to detail.
- Ability to work well under pressure.
- Knowledge of Microsoft Word, Excel, project tracking and database programs.

Comprehensive Training Provided.

Ability to:

- Anticipate project needs, discern work priorities and meet deadlines with little supervision, and be willing to work occasional evenings and weekends.
- Be resourceful – obtain and learn information needed to do the job from all relevant sources.
- Be flexible and manage change.
- Stay calm under pressure and successfully manage multiple projects and time-sensitive demands.
- Innovate and learn new systems and tools quickly.
- Think and act like an entrepreneur.
- Attend events/conferences with early morning hours and long days including some overnight travel.

PHYSICAL REQUIREMENTS NECESSARY TO PERFORM THIS JOB

- Sedentary work. Exerting up to 10 pounds of force occasionally and/ or negligible amount of force frequently or constantly to lift, carry, push or otherwise move objects. Sedentary work involves sitting most of the time.
- Job requires employee to sit for extended periods of time without being able to leave the work area.
- Repetitive motion, substantial movements (motions) of the wrists, hands, and/ or fingers.
- Typing or otherwise working primarily with fingers.
- Must be able to comprehend instructions, interpret documents, and apply abstract principles to a wide range of complex tasks.
- Ability to understand the meanings of words and effectively respond, analyze information and write reports, and comprehend complex issues and communicate effectively to diverse groups.
- Job requires employee to perform basic arithmetic accurately and compute rates and percentages.
- Must be able to communicate effectively and professionally (verbally and in writing) as appropriate for the needs of the audience.

TOOLS AND EQUIPMENT USED & WORK ENVIRONMENT

- Operate standard office equipment (phones, personal computer, copier, printer, etc.)
- Use personal smart phone for remote connectivity (email, phone, voicemail)
- Small, fast-paced office environment in St. Paul, Minnesota

COMPENSATION

Competitive salary and benefits packaged offered, including generous paid time off, retirement contribution and employee gain sharing program. Salary dependent on qualifications.

HOW TO APPLY

Send cover letter with salary expectations and resume to gts@mngts.org. Coverletter should highlight alignment between applicant's experience, skills and attributes and the job description.