

[Hospitality Minnesota](#) (HM), an association serving the restaurant/foodservice, lodging and resort, campground and attractions sectors, is looking for an Events Manager. Hospitality Minnesota is positioned for growth in size and impact, and unparalleled membership engagement is a key goal. The successful candidate will bring a strategic mind set, exceptional organizing and relationship-building skills and an interest in developing new forms of member engagement through an innovative range of events and programs.

POSITION SUMMARY: In consultation with association leadership, this full-time, salaried position will play a key role in planning, publicizing, executing, and evaluating events, including those hosted by the organization and those done in partnership with other organizations. The Events Manager will be expected to create highly valued and relevant “can’t miss” experiences for association members and allied partners, managing contractors and interns to do so.

Principal Accountabilities

Event Strategy, Planning and Execution (75%):

1. Work with leadership, staff colleagues, board members, volunteers, and partners to ensure high standards for member experience and service.
2. Align events and programs with the strategic goals of the association and develop benchmarks for success of both the planning and execution of individual events, including Operating Now webinars, topical conferences, and signature events.
3. Develop the annual program and event calendar and operational plan, including budgeting, revenue goals, sponsorship, staffing and marketing. Prepare and present quarterly progress and annual analysis reports.
4. Provide counsel and operation leadership on event theme, program content, speakers and presenters, messaging, and presentations. Support presenters as required for the specific event.
5. Identify and secure host sites, negotiate costs, and review contracts.
6. Manage logistical aspects that define a great attendee experience —registration, set-up, use of technology, catering—whether directly or through project supervision of contractors, interns, colleagues, or volunteers. Review and resolve all invoices, conduct appropriate follow-up with attendees and presenters, and submit final summary evaluation of the event, including a profit/loss statement.
7. Provide counsel and assistance to the Hospitality Minnesota Education Foundation, a partner nonprofit to HM, on its events and programs.
8. Coordinate, solicit and track sponsorships and donations for appropriate events, including annual HMEF fundraising events.

9. Guide the development of event materials such as invitations, promotions, handouts, agendas, printed programs, PowerPoint presentations and signage. Integrate technology platforms and apps to enhance event engagement, as appropriate.
10. As required, serve as the on-site contact for events and oversee set-up and registration.
11. Guide and staff individual event committees and the Programming Work Group, and work with association representatives to develop the event calendar for the year.

Communications (15% time):

1. Participate in production of member/industry communications related member engagement, which may include writing, editing, proofreading, formatting, and distributing a variety of print and electronic materials, including member updates, event promotions, award speeches, event scripts and media releases.
2. Leverage online assets – web site, email communications and social media channels – to promote and provide post-event access to related resources.
3. Serve, as needed, as liaison to board committees and workgroups.
4. Other duties as assigned.

Administration and Team Collaboration (10%)

1. Serve as a member of the association and education foundation staff team to provide support for organization initiatives as needed.
2. Prepare reports and presentations on events and related membership engagement activities for boards and other presentation and reporting opportunities.
3. Collaborate with membership, communications, data management and operations staff to inform annual strategies and maintenance projects.

Essential Qualifications

- Commitment to hospitality as a value and to delivering exceptional member service.
- Energetic and able to think creatively about bringing people together.
- Act as a self-organizer with strong attention to details and demonstrate adeptness at managing multiple projects concurrently.
- Minimum of 5 years of experience in events planning and management preferred --or-- any equivalent combination of education and/or experience.
- Experience in the hospitality industry is beneficial.
- Desire to work in a dynamic organization focused on growth in size and impact.

Benefits

The position is a full-time exempt position offering an annual salary of \$50,000 – \$60,000, commensurate with experience. A comprehensive benefits package includes:

- Paid vacation, sick leave and annual holidays; Remote/hybrid office work environment though attendance at regular in-person meetings and events is required given the external constituency nature of this position.
- Medical, AD&D and life insurance; 401K Retirement plan with employer match.

Please submit a cover letter, expressing your interest in this specific position with our organization, along with your resume to Kristine Frederick at kristine@hospitalitymn.com, no later than March 31, 2023.