



501 South Water Street | Elizabeth City, NC 27909

Job Title

Event Specialist

Job Overview

Do you want to be part of a team that is cultivating new and innovative programs as part of a destination's revitalization and renaissance? We are looking for a motivated colleague to prepare and manage event timelines, assist with marketing and social media outreach, manage event volunteers, and more. Some of the Event Specialist's tasks will be specific to the exciting Coast Guard Marathon – the inaugural road race of the U.S. Coast Guard. Your opportunities to help us be successful year-around include cultivating partnerships, assisting with website updates, promotion of tourism related events and assets and bringing creativity and new ideas to the destination.

What You Would Do (Most of the Time):

- Maintain productive working relationships with tourism partners and entities currently producing or exploring bringing events to Elizabeth City & Pasquotank County to coordinate special event exposure.
- Develop and maintain annual, all-inclusive event calendar of upcoming events in the area.
- Compile information on area events through research and relationships with community members create event listings and maintain calendar of events on website and find/size/upload appropriate photos to use for promotions.
- Work closely with Visit Elizabeth City's Marketing & Communications Specialist to update timely and pertinent content to social media outlets as they relate to special event collateral.
- Prepare necessary correspondence, detailed proposals, and presentations as required to manage the preparations, planning, and implementation of various events and post-event reporting.
- Work closely with others to coordinate all aspects of each VEC-specific event: completion of work plan objectives/tasks and logistics, event marketing, volunteer recruitment & retention, etc. for the successful execution of each event.
- Promote regional events through a monthly e-newsletter and through communications with area stakeholders.
- Maintain Visit Elizabeth City website to keep information on the area, local businesses, events, images, and campaigns current and attractive and current
- Monitor state and regional external websites to ensure Visit Elizabeth City information and area events are current.
- Manage the information kiosk at Mariners' Wharf by stocking with brochures and flyers.
- Respond to visitor inquiries drawing upon extensive knowledge of the area, Visit Elizabeth City operations and Museum of the Albemarle operations, while using excellent customer service practices.
- Participate in other VEC assignments as needed to achieve the overall mission of the organization including staffing the Welcome Center desk, greeting visitors in person and by phone, and assistance on VEC marketing campaigns, projects, and social media.

Coast Guard Marathon Duties:

- Obtain appropriate permits for CGM events and work with the City of Elizabeth City, Elizabeth City State University, and U.S. Coast Guard Base Elizabeth City to approve race logistics and organization.
- Manage CGM registration pre-event and day-of event.
- Manage communications and act as primary CGM point of contact with participants, volunteers, sponsors, partner agencies, etc. via email, social media, and phone.
- Manage the CGM website content as information and event details develop each year.

Skills & Abilities

- Excellent customer service and ability to engage visitors with friendly and welcoming demeanor
- Ability to communicate clearly and concisely both orally and in writing
- Exhibits strong program/project execution skills
- Experience planning and organizing large public events
- Working knowledge of social media platforms, MS Office, Excel, PowerPoint and CMS programs strongly preferred
- Applicant must be highly organized and able to manage multiple priorities
- Competent decision-making, problem solving, time management, and organization skills required
- Willing and able to work evenings, weekends and holidays based on destination and event demands

Experience & Qualifications

- Bachelor's degree in related field preferred or 3-5 years equivalent combination of education, training, and experience which provides the requisite knowledge, skills and abilities for this job.
- Experience with a convention/visitors/tourism bureau, hotel, or hospitality industry-related business strongly preferred.
- Knowledge of marketing practices, familiarity with Elizabeth City area, experience with website management preferred
- Demonstrated proven success in special events production, event management, budgeting, cost projections and collaborative work ethic.

Visit Elizabeth City* is an equal opportunity employer that offers a competitive salary, healthcare benefits, vacation and North Carolina retirement to its full-time employees. Full time, salaried position. Salary commensurate with experience, starting at \$32,000 to \$38,000, plus a 10% commission on any sponsorships you secure for Visit Elizabeth City hosted events.

**The Elizabeth City-Pasquotank County Tourism Development Authority, doing business as Visit Elizabeth City, is a North Carolina Public Authority.*

To apply: Submit a creative and persuasive cover letter explaining your interest in the position along with your resume.

Visit Elizabeth City
Attn: Event Specialist job
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