

# NorCal Business Marketing Association



## ***Position Description and Role Requirements***

### **Director of Events**

#### Desired Experience + Characteristics:

- Previous experience in a volunteer organization, preferably the BMA
- Previous event planning experience
- Excellent communication skills
- Highly organized, and strong negotiation skills
- Experience with EventBrite application

#### Goals of the Position

- Manage event site contractor and sponsorship; oversee event scheduling, event catering and staff.
- Responsible for overall event budget and budget processes, including tracking of expenses.
- Manage event vendor relationships and service providers; negotiate contracts and look for ways to save money, increase value of association.
- Manage event attendee program, including comps, refunds and report distribution.
- Responsible for deploying event collateral post event to all registrants.
- Create copy and content to help promote the events
- Onsite attendee management, as well as online pre-event registration via EventBrite

#### Requirements:

- Must be an active NorCal BMA member (\$300 annual fee)
- Attend monthly board meetings (2 hours, either in person or via WebEx when in-person not possible) typically the first Tuesday of a month
- Attend monthly events (roughly 10 times/year, 2.5 hours per event)

#### Benefits:

- Opportunity to network and learn from Silicon Valley marketing leaders
- Free admission to NorCal BMA monthly events
- ½ price conference pass to the annual BMA national convention (\$555 savings)
- Professional development and experience with the BMA, the leading professional organization focusing solely on B2B marketers
- Recognition as a marketing leader in Silicon Valley