



POSITION OPENING

POSITION: Event Coordination Manager

LOCATION: Pleasanton, California

SALARY: \$80,000 to \$100,000/year, based on experience

For over 100 years the Alameda County Fairgrounds has been a part of the community hosting over 250 events a year and an annual Fair that includes live concerts, tasting fests and cultural festivals and live horse racing that bring in nearly a half-million guests every summer. We are the Alameda County Agricultural Fair Association, a non-profit dedicated to managing the Fairgrounds.

The Alameda County Fair team is driven to assure the long-term viability of the Fairgrounds, present an exceptional annual Fair and provide year-round opportunities that celebrate the heritage and diversity of our community. As employees, we focus on our values-community, inclusive, excellence, collaborative, innovative, positive, environment and the celebration of our successes!

POSITION SCOPE:

This is a regular, full time, exempt position reporting to the Director of Business Development. This position is responsible for managing a dynamic team of event coordinators, directing events and event-related contractors, meeting sales goals while managing fair time and race meet venues and events. Organized and deadline conscious with the ability to multi-task and pivot in a fast-paced environment is essential for success in this position. Requires attention to detail and excellent written and verbal communication skills. The ideal Event Coordination Manager will work independently to deliver results, manage multiple projects at a high standard and work a varied schedule as warranted by the business. We offer competitive compensation, excellent benefits, generous paid leave and a retirement plan with company match.

YOU WILL:

- Provide leadership for the Events team to manage up to 250 public and private events each year
- Own, drive and manage all aspects of the event scheduling calendar to maximize venue bookings
- Implement strategies to maximize the events calendar by proactively identifying opportunities
- Manage, coach, train and develop events team
- Coordinate with cross-functional teams to align key event objectives, elements and deliverables
- Develop and implement process improvement strategies to streamline the Event department's policies and procedures
- Ensure compliance with local laws and regulations, including permits, licenses and safety standards, to maintain a safe venue for all
- Work closely with Business Development Director and Account Executive on sales strategies to align with company goals
- Build and maintain strong relationships with clients, event planners and industry partners through effective communication, cooperation and relationship building
- Negotiate contracts and pricing to maximize profitability
- Keep abreast of industry trends, competitors and market conditions
- Provide regular sales reports and forecasts to leadership
- Build and cultivate strong relationships with clients
- Actively participate with business partners to promote rental of facility
- Manage on-site contractors such as ATM, cash to card, and other event related operations
- Ensure team is effectively coordinating complete setup of assigned events, installation, contract specifications and floor plans
- Manage in-house events and venues during the annual Fair, this includes a concert venue, the Grandstand and on-site race track restaurants
- Effectively communicate event information to stakeholders
- Lead weekly meetings to discuss upcoming event details and post event recaps

- Attend pre-planning site visits, strategy meetings and/or vendor meetings for Event department events as required
- Collaborate with marketing department to develop promotional materials and campaigns
- Proof department's Event Work Orders and Invoices for accuracy
- Assist with Annual Fair related events and programs
- Foster positive work environment
- Participate on the Strategic Management Team and Operational Management Team

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of:

- Event coordination for customer and project management required
- Large event procedures and logistics, security, insurance, emergency action plans and communications
- Staff development, motivation and team building
- Financials and budget processes

Necessary Skills:

- Sales and negotiation skills
- Relationship building and networking
- Motivate and manage team
- Meet deadlines
- Excellent communication and presentation skills
- Strategic thinking and planning
- Problem solve and make decisions in the best interest of the Association
- Maintain a professional attitude and positive representation of Alameda County Agricultural Fair Association at all times
- Lead, develop and manage cross-functional teams
- Manage multiple projects simultaneously
- Talent to adapt to unforeseeable challenges and opportunities with a solution-oriented perspective
- Work a flexible schedule, including nights and weekends (required)
- Work independently and effectively under pressure
- Walk, sit and lift 20 lbs. as part of the day-to-day work experience

Experience/Education:

- BA/BS in Business Administration, Hospitality or related field
- Minimum of 7 years of experience in Event Management at an exposition center, arena, convention center, fairgrounds, park or large event facility
- Minimum of 3 years of experience working with retail vendors and/or premium space
- Experience in food and beverage operations and catering is a plus.
- Proven ability to positively lead and manage a team to achieve goals and objectives
- Proficient in computer programs such as Microsoft Suite, G Suite by Google, Teams and SharePoint
- Experience with event management software (e.g., Ungerboeck is a plus)

Other Requirements:

- Professionally networked within community and industry related events
- Highly organized, flexible and adaptable to change
- Detail oriented

Alameda County Fair Association is an Equal Opportunity Employer and encourages all qualified persons to apply.

Please submit your resume to:

jobs@alamedacountyfair.com

By fax: 925 426-5196

By mail: 4501 Pleasanton Avenue, Pleasanton CA 94566 Attn: Patti Coonce