

**JOB TITLE:** Events Coordinator

**LOCATION:** Taproom, Herndon, VA or Alexandria, VA

**REPORTS TO:** Owner

**FLSA POSITION TYPE:** Full Time, Salary Non-Exempt

### **POSITION SUMMARY:**

We are seeking an experienced, motivated and well-organized professional whose dedication and initiative will help the company to achieve its most important goals. The Events Coordinator at Aslin Beer Company is responsible for organizing, coordinating, and overseeing all aspects of Aslin events. They will be extremely organized and able to manage the logistics of multiple events simultaneously. This position will be responsible for producing events from conception through completion.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

#### Sales Generation- Private Events

- Follow-up on event inquiries and generate new event business through various mediums to include: inquiries via the Aslin website, building relationships through social media forums (Facebook, Twitter, Instagram, LinkedIn), attending local events, and asking for referrals from current and past customers.
- Recognize opportunities to upsell the customer and sell enhancements to create a better experience or event
- Create sales opportunities for future events during client liaisons and during events.
- Achieve monthly and quarterly event sales goals; communicate and evaluate progress against these goals with senior management
- Create and sustain productive relationships and negotiate contracts with event-related clients, vendors, companies, and supporters

#### Event Management

- Create and plan all events, to include revenue generating taproom events, employee events, beer festivals and non-profit fundraising events.
- Train and educate staff on proper event procedures
- Ensure highest level of service to guests
- Understanding the complex needs of different events, and diverse clients.
- Proactively handle any evolving issues and troubleshoot any emerging problems on the event day
- Manage event operational budgets and track KPIs such as attendees, revenue gains/losses from events, customer/client feedback.

#### Planning and Organizing of Events

- Balance incoming leads, prepare outgoing contracts, and manage day-of setup and staff communications, ensuring deadlines and budgets are adhered to.

- Communicate with the marketing team to create effective advertisements for each event.
- Prepare sales related documents through the sales process (e.g. proposals, contracts, or event orders)
- Plan and manage events, including timeline/schedule, logistics, and on-site execution.

#### On-site Event Programming

- Maintain regular events calendar for on-site programming
- Coordinating event entertainment, including music, performers, and guest speakers.
- Research and evaluate new event opportunities based on business objectives and marketing goals
- Creates and maintains event tracking, calendars and logistics for proper in-house team communication.

Additional duties may be assigned as necessary.

### **IMPORTANT SKILLS AND ABILITIES**

#### Experience

- Minimum of 2 years of experience in hospitality or event management.
- Portfolio of previously managed events (weddings, meetings, parties, corporate events and athletic events)

#### Knowledge, Skills, and Abilities

- Extensive knowledge of computers including Microsoft / Google Suites.
- Experience managing a budget for events.
- Strong project management skills.
- Ability to prioritize and handle multiple tasks with minimal supervision.
- Detail-oriented work habits and strong organization skills required.
- Excellent communication and interpersonal skills with ability to build productive business relationships.
- An understanding of experiential events, event marketing, and local marketing activation tactics.
- Experience and/or interest in engaging local media a plus.
- Ability to be flexible, remain calm under pressure, and adapt as situations change.
- A deep passion for craft beer is a plus!
- Ability to work evenings, weekends and holidays as needed

#### Benefits:

- Medical, Dental, & Vision benefits
- 401K with match

- Paid Time Off
- Discounted merchandise
- Discounted beer

Questions to answer:

- Non-profit/charity programing
- Beer festival
- Employee engagement events
- Marketing/experiential events; local marketing events