



Event Planner & Promotions Coordinator

Job Description:

The Event Planning & Promotions Coordinator is responsible for organizing and promoting the annual AHNA conference, promoting special events, and coordinating advertising solicitation and placement on the website, electronic newsletter and Beginnings Magazine. Coordinates annual conference-related activities in conjunction with the Executive Director, Director of Operations, Education Assistant, and Committee. This job includes working closely with AHNA staff, members, speakers, and hotel personnel. This person will manage AHNA marketing and event promotions and work with the Executive Director and Director of Operations in making sure that policy and procedures are followed and that the AHNA website stays updated.

Job Requirements:

- Strong organizational skills
- Able to multi-task
- Excellent written and verbal communication skills
- Able to work independently
- Accurate and thorough (numerical and grammatical)
- Artistic and creative
- Budget experience
- Computer savvy – Windows, constant contact, social media networks, Office Suite, e-mail, Internet, Adobe CS. Ability to learn proprietary software applications.
- Graphic design proficiency (Adobe InDesign, Illustrator and Photoshop)
- Have minimum 4 years combination of work experience and/or education in marketing, graphic design, public relations, advertising, business or a related field
- Minimum 3 years experience in Event Planning and Conference Administration including hotel/ site selection & negotiation and hotel “point” person

Job Responsibilities:

- Annual Conference Coordination including Exhibitor and Sponsor solicitation (60%)
- Website & Beginnings Advertising Promotion & Coordination (15%)
- Social Media Monitoring/Posting (15%)
- BOD Winter Meeting Coordination (2%)
- Regional Conference Coordination (2%)
- AHNA General Promotional Activities as assigned (6%)
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Specific Position Responsibilities:

- Manages hotel-related activities for AHNA conference
 - Monitors the hotel contract
 - Conduct venue site visits for future conference locations
 - Manages AV & room set-up (logistics and pricing)
 - Produces master logistics schedule for hotel
 - Works with hotel to plan/ price meals and menu
- Works with Education Department to help manage speakers and conference- related education materials
- Responsible for all conference-related marketing materials including conference logo, brochure, postcards & online info

- Work with conference planning committee, graphic designer and local CVB to create conference logo and select conference graphics.
- Work directly with graphic designer & printer to produce, print, and mail conference brochure
 - Write copy and select images & layout for conference brochure
 - Solicit bids from printer(s) and mail house.
 - Purchase mailing list(s)
- Update and maintain conference web site
 - Write copy and select images for conference web site
- Advertises and promotes the conference
 - Work with Communications Department to create conference marketing plan according to annual budget
 - Write copy and select images for conference ads
 - Work with graphic designer to produce conference ads
 - Billing, scheduling and placement of conference ads
 - Place online conference event postings
 - Write and distribute press releases about the conference
 - Other PR- related conference activities, including working with conference committee members to write and place articles in nursing magazines
 - Work with local Network on conference marketing & local promotion– letters/ invites to Universities, local hospitals, announcements for “Network Leader” eNewsletter, etc.
 - Create media/ promo kit to assist sponsors, members, exhibitors, etc. in conference promotion.
 - Responsible for conference-related e-mails and announcements.
 - Write and distribute “Conference Updates” (monthly e-mail newsletter sent March-May)
 - Distribute mass e-mail campaigns and conference reminders through Constant Contact & Noah Reporter
 - Write conference announcements for *Beginnings* magazine (quarterly)
 - Investigate develop and promote online social communities for annual conference
- Responsible for attendee registration and system administration
 - Create conference events, enter workshops and update program codes in Noah database
 - Work with JL Systems to prepare online conference registration (includes budgeting and testing)
 - Enter manual registrations into Noah
 - Answer questions from prospective attendees about the conference
 - Manage Room Share for members
- Works with Executive Director to manage conference budget
 - Run weekly reports in Noah
 - Reviews and monitors annual conference budget with ED
 - Helps ED review hotel bill
- Responsible for some “on-site” conference materials
 - Work with graphic designer and support staff to produce all conference signage
 - Work with outside company to produce conference t-shirts (quote, order, & artwork)
 - Work with outside company to produce conference totebags (quote, order & artwork)
 - Work with graphic designer & printer to produce conference guidebook
 - Write copy/ select images & layout for conference guidebook
 - Solicit bids from printer(s)
 - Prints badges for attendee registration packets
- Arranges bookstore and recording contract

- Website & Beginnings Advertising Promotion & Coordination
- Social Media Monitoring/Posting on a daily basis
- BOD Winter Meeting Coordination
- Regional Conference Coordination
- AHNA General Promotional Activities as assigned