

Downtown Castle Rock / EDC
Job Description
07/19/2010

Position:

Castle Rock EDC – Manager of Events and Economic Development

Position Summary:

This full-time, salaried position will have management-level responsibility for Downtown Castle Rock (ie. Downtown Development Authority and Downtown Merchants Association) and EDC events and meetings. The position will work with Downtown Castle Rock, Castle Rock Economic Development Council, the Castle Rock Chamber of Commerce and the Town of Castle Rock to manage, coordinate and grow existing organizational and community events. This position is jointly funded by Castle Rock EDC and Downtown Castle Rock and will require an extremely independent, well-organized individual who can solve complex issues and balance multiple responsibilities. Ability to work independently is a must. Limited travel may be required.

The position responsibilities will include but are not limited to the following areas:

Event/Meeting Management:

- Actively manages all aspects of key Downtown and Castle Rock EDC events and meetings.
- Proactively solicits sponsorships for targeted events.
- Builds and maintains relationships with a diverse group of stakeholders including investors, downtown business owners, town staff and target event personnel.
- Organizes community, networking and specific industry events associated with the two organizations.

Data Management and Analysis

- Performs detailed market research and analysis and presents it in an easy to understand format to key organizations and stakeholders.
- Assists in the design and execution of the Downtown Castle Rock and Castle Rock EDC strategic marketing plans.
- Maintains key databases, including data entry and verification.
- Actively manages and updates multiple websites including SEO, content and limited design elements.

Administrative and Reporting Functions

- Tracks, analyzes and reports on all aspects of events and activities including sponsorships, budgets and key performance indicators.
- Performs high-quality verbal presentations before public and private sector investors and Downtown Castle Rock stakeholders.
- Takes the lead in organizing board meetings, including taking and distributing minutes, creating agendas and maintaining key contact database lists.
- Organizes, creates and distributes updates and e-newsletters to various organizations.
- Performs monthly event updates and reports for internal and external use.
- Assists with researching and compiling data relevant to benchmarking other top performing organizations.
- Assists with data entry and research.
- Assists with building organizational budgets, invoicing and collections.
- Completes assigned special projects requiring information collection, marketing and outreach that support the overall organizational goals of business development in Castle Rock.

Educational / Professional Requirements:

The ideal candidate has a degree in one the following disciplines: Business, Economics or Marketing. It would be strongly desirable to have prior professional experience working in event management and fundraising, economic development or marketing.

Preferred Qualifications / Skills:

The first requirement is a proven track record of the candidate's ability to work successfully in a team environment, and to be a *strong* team player with the best interest of the organization paramount.

Specific job requirements include:

- Strong problem-solving skills are needed to answer and deliver on complex non-routine questions and requests
- Demonstrated responsibility, leadership and strong customer service skills
- Self-starter with the ability and desire to manage time and priorities accurately and follow through in all areas of responsibility
- Excellent verbal and written communication skills
- Competency in the following computer programs is a must: Excel, PowerPoint, Access, Outlook, Explorer and Word. Additional computer related skills valued include: Website design and management (ex. Dream Weaver) PhotoShop or Illustrator.
- Strong people skills with a positive attitude, including the ability to establish and maintain effective working relationships with business and property owners, board members, investors, elected officials, sponsors, community organizations and the public
- Ability and willingness to make cold calls to the business community
- Ability to work under critical deadlines
- Demonstrated professionalism in appearance and actions
- Ability to quickly assimilate new ideas, and a willingness to pursue new educational opportunities
- **Confidentiality** - the position is required to safeguard and work with confidential information of the highest importance on a regular basis. Confidentiality is regularly entrusted, so records and information must be handled responsibly and accurately to assure employee and client confidence and the integrity of the organizations.

Salary Range:

\$35,000-\$45,000 per year with limited benefits

Submission:

Deadline: close of business Friday, August 6th

Submit cover letter and resume to: (electronic submission is preferred):

Frank@CastleRockEDC.com

Frank Gray, President/CEO
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