



## Event and Marketing Specialist

### Position Description

<b>Position:</b> Event and Marketing Specialist	<b>Date:</b> 09.03.19
<b>Reports To:</b> Policy and Programs Sr. Director	<b>FLSA Status:</b> Non-Exempt
<b>Supervision:</b> None	<b>Pay Type:</b> Salary
<b>Hours:</b> 1.0 FTE	

**Approved By:** Joan Watson-Patko, Executive Director

\_\_\_\_\_ Date \_\_\_\_\_

#### 1. Primary Purpose

Utilizing a high degree of organizational skill and independent initiative, the Event and Marketing Specialist partners with programmatic and operational teams to provide logistical support and promotion for OPCA networking conferences, learning collaboratives, OPCA hosted meetings and trainings, webinars, and internal staff events. This position will track, coordinate and communicate OPCA events internally and externally to members and partners and will provide other administrative tasks and project support as necessary.

#### 2. Essential Duties and Responsibilities

##### Event Logistics Planning (~45% of time)

- Leads the logistics of assigned gatherings by overseeing the meeting planning process with guidance from the planning team to ensure smooth and successful gatherings. Coordinates planning meetings with relevant teams to create action items and ensure follow-up. Creates timelines and task assignments, developing tracking systems to manage deadlines.
- Creates, monitors and updates Eventbrite registration for OPCA events. Trains others on how to use the Eventbrite platform.
- Becomes familiar with venues frequently used for OPCA events, and scouts new venue options and locations within the state.
- Works with manager(s) to establish and track event budgets (based on historical data), and secures venues and catering. Coordinates event staffing, including staffing for set up and break down of each event. Coordinates printing needs, and develops and disseminates event communications. Administers registration platform, and trouble shoots issues for attendees. Develops and compiles evaluation feedback for post-event team debriefs. Other duties may include arranging travel for speakers and staff as needed.
- Provides internal and external meeting support by coordinating calendars for scheduling of events and/or large meetings. Supports internal event planning meetings as needed by event leads to ensure meeting logistics and content delivery planning is aligned.

- Responsible for the standardization, maintenance and updating of relevant event Standard Operating Procedures (SOP) and tools and work with staff to assure all are aware and familiar with event standardization tools, processes, budgets and pricing.
- Works in conjunction with the Policy and Programs Senior Director regarding annual updates to membership pricing (via board approval) and event pricing SOP changes to assure timely annual reviews in moving this annual process forward.

#### **Event Marketing and Tracking (~25% of time)**

- Provides communication and promotional support for OPCA events as requested by event leads.
- Updates and shares event bulletin with OPCA staff, board and members at a minimum of every other month.
- Consistently updates event information on the shared events calendar and on the OPCA website.
- Supports the process of tracking event participation by training staff on the tracking process, providing back up data entry as needed and checking regularly to ensure that all OPCA events have post event data entered into the tracking tool within a month of the event completion.
- Provides post event reports, as requested, that includes evaluations from participants and staff and final budget numbers once all event related costs have been encumbered.

#### **Administrative and Communications Coordination (10%)**

- Processes paperwork such as invoices and expense reports, and makes travel arrangements for consultants (as needed), tracking speaker agreement contracts until completion, vendors and conference participants, etc.
- Support the communications coordination needs of OPCA staff.
- Works with OPCA's administrative team to ensure a smooth office work flow including covering phones, reception, meetings, bank deposits, vendor communication, etc. as requested
- Webinar and VOIP technical lead including standardization of associated SOPs.
- Will manage any vendors or sponsorships relating to OPCA events.

### **3. Essential Strategic & Leadership Responsibilities (~10% of time)**

- May be involved with one or more internal OPCA committees.
- May provide administrative backup to the Board Liaison and for Board meetings

### **4. Other Duties and Responsibilities (~10% of time)**

- Conducts individual administrative duties (e.g. scheduling, time sheets, internal organization communications, etc.)
- First-level back up support to OPCA organizational coordination, including answering phones, distributing mail, and other office management duties to ensure smooth office operations during absences.
- Develops and maintains relationships with the CHC member community in order to provide excellent customer service to OPCA members, partners and funders
- Vendor / networking maintenance – mainly talking to.
- Performs other administrative tasks and projects as asked.

## 5. Knowledge, Skills, and Abilities

- Ability to organize meetings and events of varying sizes.
- Ability to handle stress, tight deadlines, and competing and moving priorities.
- Ability to work effectively with a team, establishing and maintaining effective working relationships across a wide variety of work styles and personalities.
- Maintenance of a big-picture view of event needs and execution of all the sub-components.
- Ability to clearly communicate, both verbally and in writing.
- Knowledge of online registration software (Eventbrite or similar), or ability to learn.
- Experience with online business conferencing (GoTo Meeting or similar), or ability to learn.
- Venue and vendor management, as well as contract negotiations.
- Ability to multitask multiple timelines, projects, and demands.
- Keen attention to detail.
- Ability to anticipate needs and manage time effectively.
- Demonstrated excellence in internal and external customer service.
- Strong team player with flexibility.
- Strong computer skills, including thorough knowledge and fluency of Word, Excel, Outlook, Power Point, etc.

## 6. Minimum Qualifications and Experience

- Professional with moderate level of proficiency. Generally requires a Bachelor's degree and/or up to three years' experience or equivalent education
- Fluency in written and spoken English required.

## 7. Preferred Qualifications and Experience

- A proven record of organizing and implementing trainings and events

## 8. Specific Job Attributes

- **Job Complexity:** Career-Development position within field. Works on delegated problems of moderate scope where analysis of situations or data requires a review of a variety of factors. Exercises judgment within defined procedures and practices to determine appropriate action. Demonstrates good judgment in selecting methods and techniques for obtaining solutions. Applies problem-solving skills gained through past experiences to company guidelines.
- **Impact:** Errors have some impact to department, group or company programs but are usually found before impact is significant.
- **Degree of Work Direction & Project Management:** Normally receives little instruction on day-to-day work, general instructions on new assignments. May propose methods and procedures on new assignments.
- **Responsibilities as a Team Member:** Contributes to team objectives and outcomes. Consults with senior peers and sometimes upper management on complex projects.
- **Internal & External Contacts & Communication:** Builds productive internal/external working relationships.
- **Leadership & Supervision of Others:** Generally responsible for own work only but may be asked to lead the work of peers, including allocating work, assigning tasks, providing training and guidance; performs work of a similar nature.

- **Innovation & Quality Improvement:** Continuously improves individual work processes and the work of peers through suggestions and best practices from other organizations. Suggests new platforms and methods to accomplish OPCA's priorities. Suggest innovative approaches to update our programs.
- **Responsibility for Administrative Work:** Responsible for program or team specific coordination and administration including scheduling team and partner meetings, support preparing and distributing agendas, taking minutes and action items, and distributing appropriate team or program communication. May provide second level backup for general office administration including but not limited to handling mail, bank deposits, office supplies, phone/door coverage, organization wide scheduling and event travel coordinator, management of general OPCA contact lists, etc.  
\*Majority of position is dedicated to program coordination and administration. A minimal amount of time is dedicated to general office coordination.
- **Budgetary & Fiscal Responsibility:** Provides second level back up in support of separation of duties for financial processes, such as receiving checks, making and documenting deposits, etc. Responsible for following financial policies and procedures for any organizational expenditures, purchases or reimbursements.

#### 9. Travel Required

- In and out-of-state travel is required for this position. If using a vehicle for work related travel, must possess valid Oregon driver license, provide proof of insurance and annual Motor Vehicle Record if using own vehicle, or be insurable if renting. Must be able to drive a motor vehicle safely and use a seat belt when in operation. Mileage and travel expenses are reimbursed per OPCA policy.

#### 10. Work Environment

- OPCA is a team-oriented organization; a tight-knit group of professionals committed to both the mission and to enjoying their jobs. Respectful interpersonal relationships, a fun team dynamic, and a passion for advancing the cause of community health clinics are equally critical components of the work environment.
- As a subject matter expert, employees are expected to partner as needed for communications & marketing needs to develop messages, objectives and/or communications tools to reach OPCA's members and other target audiences.
- Duties will be performed in both an office setting and out in Community Health Clinics.

#### 11. Physical Demands

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit behind and use a computer, talk, hear, and be able to operate general office equipment. This individual is also required to stand, walk, and reach during events.

**Statement of OPCA Practices:** OPCA is committed to continuous internal quality improvement practices. We work in a fast moving, ever changing environment in which management and staff strive to create constantly improving quality. OPCA is a smoke free, drug free workplace. We are an equal

opportunity employer. We do not discriminate on the basis of race, religion, color, gender, age, sexual orientation, national origin or disability. OPCA expects employees to be culturally competent, with the ability to interact positively with people who do not look like, talk like, think like, believe like, act like, and live like they do.

**General Statement:** Oregon Primary Care Association (OPCA) is a private, 501(c)(3)-membership organization of Oregon’s “safety-net” primary care providers. Our mission is to lead the transformation of primary care to achieve health equity for all. Our membership primarily includes the federally qualified Community Health Centers (CHCs) and Look-Alikes as well as Rural Health Clinics, Indian Health Centers, and community clinics with similar missions and governance.

**REQUIRED SIGNATURES**

I acknowledge that I have reviewed the above job description and understand my job responsibilities and requirements.

Employee \_\_\_\_\_ Date \_\_\_\_\_

Supervisor \_\_\_\_\_ Date \_\_\_\_\_

***\*Changes must go through HR Generalist for standardization and Operations & Finance Director for review.***