Climbing Wall Association Position Description

Date: 12/19/2019
Position: CWA Events Manager
Reports to: Director of Operations
Status: Exempt, Full-time (40 hrs/week)
Pay: Salary
Salary Range: DOE
Revised: 12/19/2019

Organization Description:
The Climbing Wall Association (CWA) is a non-profit, trade association serving the growing indoor climbing industry. The CWA's member network includes commercial climbing gyms, climbing equipment manufacturers, climbing wall design/build firms, climbing sports media, and other industry players.

Our mission is to support the growth, health, independence and professionalism of the climbing wall industry. We do this by developing and maintaining industry standards and practices, representing member interests in regulatory and legislative processes, sponsoring professional development and educational programs, hosting an annual conference and trade show and promoting the sport of climbing to increase market size and improve market climate.

Who You Are and What We're Looking For:
The successful candidate will be energetic, personable, and passionate about climbing. We're a small team, so we're looking for an experienced all-rounder - a motivated event planner who can implement an events strategy, expand and diversify our event program offerings, and grow an excellent international conference and trade show. The CWA's event program is very important to our organization, so we're seeking a team player who can manage the current program down to the fine details while taking on the development and execution of new events.

Position Summary:
CWA's Events Planner is responsible for planning, budgeting, managing, and producing all the association's meetings and events. The Events Planner delivers profitable meetings, special events, educational experiences, regional conferences, and an annual international conference and trade show.

The ideal candidate is a Certified Meeting Planner, Certified Meeting Professional, or Certified Special Events Professional with an entrepreneurial attitude who is experienced in events management, can negotiate favorable contracts for the association and has an interest in expanding and diversifying our events program. You will have many and varied responsibilities regarding event development, planning and management. The position is responsible for an annual conference with an exhibition component; therefore, exceptional planning, organizational, and financial management skills are important.

The primary responsibilities of this position are to grow our events program and plan, manage, and implement the annual Climbing Wall Summit our annual conference and trade show and regional events located in the USA and Canada. This position must manage the location and scheduling of
the conference, manage hotel and conference center contracts, work with event partners, produce the conference prospectus and program, develop and sell sponsorship, manage exhibits, assist in content development with a conference content committee, and serve as the conference registrar.

**ESSENTIAL JOB DUTIES:**

**NEW EVENT DEVELOPMENT– 10%**

- Research member needs for professional development, training, and education and make appropriate recommendations for events program annually.
- Develop events to address business development topics in the climbing industry.

**EVENT MARKETING– 20%**

- Promote annual CWA conference with Marketing and Communications Manager.
- Promote regional CWA Meetings with Marketing and Communications Manager.
- Increase CWA Summit attendance and sponsorship/exhibitor revenue.
- Coordinate event marketing campaigns with Marketing Manager and work effectively with vendors including technologists, designers, printers, mail houses, and subscription agencies in the production and distribution of event marketing material.
- Represent CWA at national trade shows, conferences, and meetings to promote CWA membership, programs, products, and services.

**EVENT MANAGEMENT– 70%**

- Assist in preparing objectives and budgets for each event or project, monitor revenue and expenses to meet financial goals.
- Assist in site selection processes to identify venues with appropriate space and availability for our Events.
- Assist in negotiating, reviewing and executing all event-related contracts.
- Ensure appropriate security, emergency, logistics, travel and transportation services are available for all events.
- Produce prospectus, conference program or event app and proceedings for the annual conference.
- Manage event sponsorship program and exhibit sales and service sponsors and exhibitors for the annual conference.
- Manage event registration systems and report on event registration quarterly.
- Manage event-related web site content
- Recruit and register event attendees for the annual conference and other events.
- Coordinate scheduling and logistics for the annual conference and other events.
- Provide timely information to sponsors, presenters, and attendees regarding the annual conference and other events.
- Oversee event RFP processes for all events.
- Manage on-site logistics for all events including scheduling, floor planning, space allocation, food and beverage, audio-visual, drayage, etc.
- Oversee and implement effective event evaluation program.
- Manage staffing needs and recruit, train, and manage event volunteers and vendors.
- Other duties as assigned.

**REQUIREMENTS**

**Education:**
• Bachelor’s degree, or equivalent, in Business, Sports Management, Marketing, Communications, Hospitality, or related field is required.

Experience:
• Supervisory or volunteer management experience.
• Minimum of 5 years of progressively responsible work experience, including a minimum of 3 years of experience in events management.
• Prior association or non-profit work experience desired, but not necessary.
• Recreational climbing experience a plus.

Skills:
• Climbs 5 easy indoors or out.
• Ability to facilitate and grow the events program.
• Ability to perform detail-oriented work accurately and consistently.
• Excellent communication skills, both verbal and written.
• Excellent technology skills. Database or association management software experience a plus.
• Ability to set goals, prioritize tasks and measure results.
• Ability to manage multiple events while meeting deadlines and revenue targets.
• Willing to take initiative with the ability to work independently while maintaining cooperative and productive working relationships with staff, volunteers, and others.
• Ability to develop a good rapport with members, vendors, and volunteers.
• Highly organized – really...

Typical Physical Demands: Position requires minimal physical effort, but may require prolonged sitting at a computer, and some occasional light lifting (up to 30 lbs.). Position requires hand-eye coordination, manual dexterity, and visual acuity to operate a keyboard, photocopier, telephone, calculator and other office equipment. Position requires normal range of hearing and vision to record, prepare and communicate appropriate correspondence or presentations. Position may require working irregular hours. Position will require attending and or participating in events out of the area that require extended travel from time to time.

Typical Mental Demands: Excellent communication skills, maturity, and sound judgment are important attributes in this position. Candidate must be able to handle novel, diverse and ambiguous work problems daily. Must be able to evaluate information, make appropriate recommendations, formulate work plans, achieve goals by deadlines and meet budget expectations.

Equipment/Software Used: Computer, telephone, copier, printer, postage machine and other common office equipment. Software includes Relational Database Management Software, Windows OS, Mac OS, MS Office 365, accounting software, web browser, web-based applications, etc.

Working Environment: Work environment is a casual office environment. The Climbing Wall Association is committed to creating a diverse and tolerant workplace and is proud to be an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. All qualified applicants will receive consideration for employment without regard to race, ethnicity, ancestry, color, national origin, religion or creed, sex, sexual orientation, gender, gender identity or expression, genetics, disability, age, veteran status or any other legally protected characteristic or class.
**Travel Requirements:** This position requires occasional national and infrequent international travel. The applicant must possess or be eligible to apply for a valid passport. Travel is estimated at 10-15%.

**Note:** *This job description does not constitute a contract for employment.*

**How to apply:**

Please complete the form HERE and upload in PDF format: a cover letter, resume and contact information for three non-related references. If you have questions, please email jobs@climbingwallindustry.org. Please, no drop ins. Local applicants preferred.