



Event Manager

Position Summary

The Event Manager leads the planning and delivery of assigned CWHBA events, with primary responsibility for large and public events and sponsor fulfillment. The role coordinates event logistics, event-specific marketing and communications, and the people who contribute to each event. The Event Manager works across the staff team to deliver consistent member and guest experience while respecting

established decision ownership for member engagement, communications, government affairs, operations, and executive oversight.

Duties & Responsibilities

In this role, the individual is expected to contribute to a collaborative, accountable, and value-driven work environment. The Event Manager builds productive internal and external relationships and carries out their work in alignment with CWHBA's values of Integrity, Professionalism, Value-Driven service, and a Member-Centric approach.

Event Logistics & Delivery

- Lead the planning and execution of assigned events, including work plans, timelines, venue layouts, setup and teardown, supplies and equipment, event programs, on-site operations, and post-event evaluation. Serve as lead or support for smaller events as assigned.
- Prepare and manage event budgets; track revenue, expenses, attendance, and other performance measures; and elevate projected overages, scope changes, or concerns.
- Secure and coordinate venues and event vendors, including proposals, contracts, schedules, deliverables, access, and on-site requirements, within established approval and budget authority.
- Oversee ticketing and registration implementation with designated staff support, including event details, pricing, capacity, attendee lists, check-in, and reporting. Coordinate billing, payment, refund, and system needs with Operations & Services.

Event Marketing & Communications

- Develop and manage the promotion plan and production schedule for assigned events, from launch through post-event follow-up, in alignment with the event calendar and organizational priorities.
- Create and adapt event graphics and promotional materials for social media, the website, email, advertising, print, signage, presentations, and event programs while maintaining CWHBA brand standards.
- Coordinate event content and publishing with staff responsible for member communications, government affairs, and other communication channels. This role leads content for assigned events but does not solely own member, organizational, or event-related communications across CWHBA.
- Draft and coordinate timely communications for event audiences, including invitations, promotional messages, reminders, logistical information, recognition, thank-yous, surveys, and recaps; monitor results and recommend adjustments based on registration and engagement.

Event Partner & Participant Coordination

- Coordinate sponsors, volunteers, vendors, guests, speakers, and planning committees for assigned events. Lead this coordination for large and public events and support the designated owner of smaller events and staff-led programs.
- Own sponsor fulfillment for assigned events, including approved benefits, recognition, on-site activation, and follow-up. Consult with the Engagement Director on sponsorship structure, packages, pricing, and partner strategy.
- Coordinate volunteer and vendor assignments, schedules, requirements, and day-of instructions with designated staff support. Clarify ownership when recruitment, contracting, relationship management, or subject-matter decisions belong to another staff member.
- Coordinate event-related communication and logistics for guests, speakers, participants, and planning committees with the appropriate staff lead. Escalate conflicts, complaints, material changes, or decisions outside the approved event scope.

Growth & Development Opportunities

This role offers opportunities to lead high-profile events, enhance project and volunteer management skills, and build meaningful community partnerships. The Event Manager will also benefit from professional development resources to refine strategies and support the success of CWHBA's events.

Preferred Qualifications

- Bachelor's degree in event planning, hospitality, communications or a related field or equivalent work experience.
- 3+ years of experience in event management, including large-scale events, logistics, budgets, vendor relations, and cross-functional coordination.
- Strong organizational, project management, written communication, and relationship-management skills.
- Working proficiency with graphic design, website, email marketing, social media, registration, and office productivity tools, with the ability to learn CWHBA systems.

Work Environment

The role involves approximately 90% office-based work and 10% offsite event coordination and travel, with frequent evening and weekend hours required for events.

Some physical activity, such as long periods of standing, moving, and assisting with physical setup, is expected.

Compensation

- Full-time, non-exempt. Salary based on experience. Other benefits include:
 - Health, Vision, Dental (employee coverage 100%) and voluntary life insurance.
 - IRA Simple Plan retirement (with 3% employer match).
 - Progressive paid time off (PTO) and paid holidays.
 - Supplemental support for professional development in line with work responsibilities.

CWHBA provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.