



Job Description

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| Job Title: | International Events, Associate |
| Department: | International Trade & Development |
| Reports To: | Director, International Strategic Initiatives |
| FLSA Status: | Exempt |
| Salary Range: | \$45,000 - \$60,000 |
| Location: | Coral Gables, FL |

BASIC PURPOSE:

The **Associate of International Events** is responsible for conceptualizing, planning, and implementing a variety of events, missions, and campaigns that provide international trade support, business development branding, and improved relations with Florida's leadership and stakeholders.

ESSENTIAL DUTIES:

- Develop unique concepts for marketing events as well as an implementation plan, budget, specific tasks list, and timeline for each event
- Work with Director of International Strategic Initiatives to execute tasks and ensure all parts involved are aware of responsibilities and meet deadlines
- Assist in developing any required materials for the event, such as events packages, plan, invitation text (mail/email), handouts, thank you letters and attendee bios
- Set up each event in Cvent (online event planning software) and manage events through the software program – including event registration, registrant communications, budget management, payment processing, recording of event attendance and final event reporting – as well as ensuring the Cvent events are integrated with Salesforce.
- Develop invitation list, either pull from existing databases or identify new potential invitees, track attendance, and manage the database
- Negotiate space contracts and book event space, arrange food and beverage, order supplies and audiovisual equipment, make travel arrangements, order event signage, and ensure appropriate décor (linens, color schemes)
- Update and maintain ITD's Calendar of Events and key lists as required.
- Develop and maintain effective working relationships with vendors (hotels, food, travel, etc.).
- Act professionally and provide top customer service to guests when on-site at events.
- Provide progress reports on event registrations, attendance, final expense reports and end of event reports
- Propose new ideas to improve the event planning and implementation process
- Work with accounting to handle PO and invoice processing, as well as reconcile bills after the event
- As directed, create bios and agendas, and support with the planning and execution of Governor's Missions and leadership missions
- Assist International Trade & Development team with creation of agendas, bios, and other packets for various trade shows, trade missions, and Florida based International events

- Solicit and engage new ITD clients and prospects
- Identify and secure sponsorship resources. Select sponsorship candidates, develop solicitation materials, make presentations as needed
- As directed, partner with local EDOs to create events that showcase their areas and assets
- Partner with the marketing team to create new collateral to promote Florida
- Maintain a strong working knowledge of EFI programs and services, and other major economic development resources and provide information to callers and visitors.
- Implement/execute other projects as assigned
- Support the administration of EFI's Coral Gables office and greeting/hosting of guests for in office meetings and events.
- Maintain schedule for meeting rooms and prepare for events (make/serve refreshments, ensure all marketing materials and documents are prepared).
- Maintain reception and kitchen areas as necessary. Inventory and organize supply rooms.
- Work with manager of administration with shipments and distribution of correspondence (except related to Certificate of Free Sales)

REQUIRED QUALIFICATIONS:

- Undergraduate degree in a related field: hospitality management, marketing, communications, or business
- At least 3-5 years of experience in coordinating over-lapping corporate events in multiple markets
- Excellent project management skills
- Strong communication skills, including writing, proof reading and speaking
- Ability to manage multiple projects and work assignments
- Ability to accomplish projects with little supervision
- Ability to work within tight project timelines and remain flexible
- Good understanding of database management

PREFERRED QUALIFICATIONS:

- Experience with Cvent or other event management software is preferred but not required
- Experience with Salesforce or other CRM software is preferred but not required
- Certified Meeting Planner / Certified Meeting Professional is preferred but not required
- Competency in a second, pertinent language: Spanish and/or Portuguese is preferred but not required

SUPERVISION: Not applicable for this position

ACCOUNTABILITY: Impact and Scope: Develop event budgets, obtain approval, and ensure events are executed within budgets.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

We are an equal opportunity employer and consider all qualified applicants equally without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran status, or disability status.

EFI is subject to the Public Records Law and the Sunshine Law; therefore, submissions to this job announcement could be subject to public disclosure.