



2 Riverside Drive, Suite 501
One Port Center
Camden, New Jersey 08103
856.757.9154
www.coopersferry.com
www.camdenwaterfront.com
www.connetthelotscamden.com

Title: COMMUNITY EVENTS MANAGER
Availability: Immediate
Hours: Full-time, including some nights and weekends
Salary/Benefits: Commensurate with experience

To Apply:

- Email a cover letter and resume to maxwell@coopersferry.com
- Please no phone calls. Applicants with appropriate backgrounds will be contacted for a face-to-face interview.

JOB SUMMARY

Cooper's Ferry Partnership (CFP) is non-profit community and economic development organization that serves as the catalyst for the preservation and growth of a more vibrant Camden, NJ. CFP achieves this mission through improving the physical and psychological landscape of Camden through the development and utilization of city infrastructure and the creation of private development opportunities. CFP's culture is a team oriented organization, where each member is valued for their unique contribution. Our team is strategic, creative, energetic, and committed to the service of others.

When looking for new team members, we strive to bring on individuals who understand and fit within our organizational culture and committed to Camden City. We are prepared to teach new individuals what they need to know, but it is essential that they be willing to learn, and ready to accept the challenges. The tradeoff is the opportunity to be a part of a collaborative team that is a part of Camden City's future and growing with the organization.

The Community Event Manager is responsible for planning, implementing, and staffing an extensive portfolio of events and programs hosted by CFP in the City of Camden. We are looking for a self-motivated, enthusiastic, detail-oriented, hard-working individual to produce memorable, high-quality events from conception to completion. The Community Event Manager will also manage marketing, social media, and websites for events, coordinating with outside marketing consultants and designers, as necessary.

The Community Events Manager works closely with the Vice President of Community Initiatives and Vice President of Business Development to fulfill the organization's mission, deliver

programming, and achieve sustainable growth. This will include, at a minimum, the following responsibilities:

Business Development Division

- Manage Camden Waterfront signature events, including Freedom Festival (4th of July fireworks celebration) and New Year's Eve Fireworks
- Manage and grow existing core set of special events (both unique big events and smaller programs – seasonal runs, weekly workouts on the waterfront, yoga, etc.)
- Cultivate and help grow relationship and funding with NJ Travel & Tourism
- Cultivate relationship with South Jersey Tourism Corporation
- Identify, plan, market, and coordinate board events and membership events (like tours of construction projects, New Year's Eve reception, and luncheons with the mayor)
- Oversee all aspects of the organization's Annual Meeting (held every February, together with the City), including catering and onsite event logistics; program, agenda and speaker talking points; and sponsorship solicitations and coordination)
- Manage the City of Camden holiday special events including the City Tree Lighting, Senior Holiday Event, and Children's Toy Give-away
- Manage/coordinate other events at the request of CFP, the City of Camden, and/or stakeholders

Community Initiatives Division

- Manage Connect the Lots (CTL, a multi-dimensional, community-driven initiative to activate Camden, New Jersey's vacant and underutilized spaces through the implementation of artistic, cultural, and recreational projects and activities) signature events, including Camden Night Gardens (held each May) and Camden Jam (held each September). Check out www.connectthelotscamden.com and www.camdennightgardens.com for more information.
- Manage and grow annual season (May-September) of CTL special events and art installations (Camden Peace Games, Camden's Got Talent showcase, fitness classes, concerts, movies, art installations)
- Manage/coordinate other events at the request of CFP, the City of Camden, and/or stakeholders

This is a full-time position with no direct supervisory responsibility; however, the Community Events Manager is expected to display strong leadership skills and cultivate productive relationships with local government, community stakeholders, volunteers, sponsors, and vendors.

RESPONSIBILITIES

Annual Planning

- Develop and manage annual event plan for CFP

- Develop annual report of activities, successes, and future plans to be presented to board and funders

Event Planning and Promotion

- Produce detailed proposals for events (timelines, venues, suppliers, legal obligations, approvals, staffing, and budgets)
- Develop and manage event budgets (in coordination with VP's)
- Create procedures for all major processes
- Administer events and activities in accordance with the policies, strategies, and mission of CFP
- Plan and coordinate all event-related services and general event logistics
- Coordinate contract negotiations with groups and venues, negotiating contracts with service providers and suppliers such as caterers, hotels, attractions, venues, agencies, etc.; final approval authority of all contracts is provided by the CEO
- Graphics development, public relations, and marketing for events, including management of marketing consultants and designers, as necessary.
- Conduct pre- and post – event evaluations and report on outcomes
- Oversee and update the www.camdenwaterfront.com and www.connectthelotscamden.com websites and associated social media accounts on Facebook, Twitter, and Instagram

Event Execution

- Coordinate staffing and volunteers for designated events and programs
- Maintain direct, regular contact with personnel from the various outside organizations
- Prepare and send timely communications, such as save the date notices and invitations, and work with media and marketing vendors to develop advertising materials and marketing plans
- Maintain continuity and consistency with CFP/Camden Waterfront/Connect the Lots branding and reputation by standardizing event operational procedures
- Attend all major events and acts as the key contact to ensure success
- Monitor activities to ensure conformance with CFP guidelines and/or funding requirements
- Oversee professional services and construction contracts, with direct management of consultant performance and deliverables
- Develop and maintains positive working relationships with other agencies, community organizations, economic development, tourism, and city and county officials
- Attend local community events to raise awareness of CFP/Camden Waterfront/Connect the Lots and obtain local support for solicitation opportunities
- Manage event measurement and data collection efforts (user surveys, etc.)

Event Follow-Up

- Prepare timely thank you notes to speakers, sponsors, and key volunteers after events

- Conduct post event evaluations and debriefs to determine how future events can be improved
- Maintain all necessary records associated with each event, including budget and billing

General CFP Programming Support

- Contribute to enhancing CFP reputation as needed (e.g., responding promptly to emails and phone calls, attending meetings and ribbon cuttings, etc.)
- Work with consultants to provide content to enhance CFP/Camden Waterfront/Connect the Lots visibility with such social media sites as Facebook, Twitter, Instagram, and others
- Attend other organizations' meetings to stay informed on events and happenings in community, such as Chamber of Commerce, Mayor's Community Congress, Camden Waterfront Coordination meetings, etc.
- Coordinate between various stakeholders including local nonprofits and institutions, as well as city, county, and state agencies.
- Build and strengthen community partnerships; establishing/maintaining community trust and accountability.
- Write and administer public and private grants, sponsorships, and donations.
- Occasional attendance at evening/weekend events and meetings (including July 4th and New Year's Eve)
- Manage the organization's special events budget

REQUIREMENTS

- Bachelor's Degree; Master's Degree preferred
- Event management experience
- Portfolio of previously managed events
- Self-motivated
- Creative and innovative thinker
- Team player
- **Interest in and experience with arts and culture, placemaking initiatives, and community engagement encouraged**
- Well-organized and detail-oriented
- Cultural sensitivity and an ability to build rapport with a diversity of people
- Enthusiasm, energy and interest in improving Camden
- Excellent time management and communication skills
- Ability to build productive community relationships
- Ability to manage multiple projects independently
- MS Office proficiency
- Proficiency in Adobe Creative Suite
- Proficiency in social media platforms
- Ability to work events on weekends and nights, as required

- Valid U.S. Driver's License

The above statements are intended to describe the general nature and level of the work being performed. This is not an exhaustive list of all duties and responsibilities associated with it. Cooper's Ferry Partnership reserves the right to amend and change responsibilities to meet organizational needs.