



Job Description

Job Title:	Event & Artisan Development Manager	Reports To:	Executive Director
Status:	Non-Exempt	Location:	Pybus Public Market Wenatchee, WA

EDUCATION/LICENSING REQUIREMENTS:

- AA or BA/BS degree in Business, Sales, Marketing and/or Events
- Experienced in:
 - Microsoft Office
 - Sales and marketing

EXPERIENCE REQUIREMENTS:

- Three (3) or more years work experience in a similar position.
- Relevant work experience in sales, marketing and events.
- Sales, marketing and business acumen

POSITION OVERVIEW:

Oversees all event sales and artisan vendors. Develops and executes inbound and outbound sales and marketing strategies for the LocalTel Event Center, Board Room, kitchen and concourse. Responsible for the Artisan Vendor program recruiting high quality Artisans with a mix of products that exceed the PPM guest expectations. Ensure all spaces are filled each weekend.

KEY INTERFACES OF THIS POSITION:

Executive Director
 Marketing & Events Manager
 Facilities/Maintenance Manager
 Operations Manager
 PPM/PF Board Members
 Tenants, Consumers

DUTIES AND RESPONSIBILITIES/ESSENTIAL FUNCTIONS:

- Arrives on time at appointed work site every day as scheduled.
- Regular, positive interactions with tenants, event organizers, customers of the market, and the media – all in a highly skilled manner.
- Serves as Secretary to the Board Artisan Vendor Committee and attends all meetings.
- Offers strategic input on the direction of Pybus Market and on the annual budget. Be an active participant in weekly staff meetings
- Proactively identifies revenue opportunities and expense savings.
- Team Support – Works events as scheduled
- Event Sales
 - Develop inbound and outbound marketing strategies to ensure annual event sales budget is achieved.
 - Manage Gather software including:

- Following new leads
 - Booking events
 - Invoicing events
 - Collecting deposits and final payments
 - Ensure event organizers and attendees are in compliance with all Market and all federal, state and local rules and regulations and that visitors have an enjoyable and safe experience.
 - Coordinates seamless handoff to the Marketing & Events Manager.
- Artisan Vendors
 - Management of the Pybus Market “day table” program for revenue and operational efficiency.
 - Research and recruit new Artisans with products that are congruent to Pybus Public Market.
 - Manages mix of products to offer a wide variety to the PPM guest
 - Provides artisan content to the Marketing & Events Manager for marketing and promotional activities.

ESSENTIAL SKILLS/EXPERIENCE:

- Fluently speak, read, and write English.
- Strong business and marketing acumen and superb interpersonal skills
- Attitude and effort – consistently demonstrates positive attitude and 100% effort
- Prior experience in multiple facets of sales, marketing and events.
- Fast and efficient work habits.
- Strong sense of ownership.
- Sales, Marketing and Events Curiosity – what can we do better?
- Proven ability to prioritize and multi-task.
- Ability to effectively present information in one-on-one and small group situations to Consumers, Board Members, Tenants, other employees.
- Strong communication skills; builds consensus up and down.
- Proven organizational and time management skills.
- Strong customer service orientation
- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Ability to consistently solve customer, tenant problems, meeting deadlines.

CHARACTERISTICS:

- Self-starter, focus on getting the work completed each day, vs. focus on number of hours worked.
- Maintains confidentiality
- Organized, detail oriented; catches errors early – strives for excellence
- Reliable
- Passionate
- Highly creative
- Sense of urgency
- Professional demeanor
- Ability to see and understand the “big picture”.
- Pybus Public Market loyalty & respect – customer-and solution-driven. Consistently strives to exceed expectations.

- Multi-tasker. Efficient. Tenacious.
- Works well in team environment.
- Ability to work well with little or no supervision. Self-directed.
- Ability to communicate efficiently and effectively on the telephone or in person.
- Possess the drive, commitment and ambition to assume greater responsibility to support the growth of the organization

PHYSICAL DEMANDS:

- Willingness to perform hands-on work in and around Pybus Market, including various set-up, take-down and janitorial duties as needed.
- Ability to work in the office from Monday – Friday 8:00 AM – 5:00PM. Saturdays, Sundays and nights as needed to support events and schedules.
- Ability to work overtime to complete the work on time.
- Regular attendance is an essential function of the job.
- The ability to consistently lift up to 15lbs.; frequently up to 25lbs and on occasion up to 50lbs.
- Ability to move about the office and turn on and operate general office equipment such as a copier, scanner, shredder, etc.
- Ability to sit, operate a computer and use the telephone for extended periods of time.
- Reasonable accommodations may be made to assist individuals with disabilities to perform essential job functions.

WORKING CONDITIONS:

- Indoors and outdoors.
- Fast-paced environment.
- Open office environment.
- Must have a mobile phone and work flexible hours

ORGANIZATIONAL RELATIONSHIPS: Reports to Executive Director

LIMITATIONS AND DISCLAIMER

The above job description is meant to describe the general nature and level of work performed; it is not intended as an exhaustive list of all duties, responsibilities and required skills for the position. Employees will be required to follow any other job-related instructions and to perform other duties requested by their supervisor in compliance with Federal and State laws. Requirements are representative of minimum levels of knowledge, skills and/or abilities necessary to perform each duty proficiently. Continued employment remains on an “at-will” basis.

APPROVALS:

Creative Director/Principal: _____

Date: _____

Employee: _____

Date: _____

ACKNOWLEDGMENT

The above job description has been reviewed with me. I understand my duties and responsibilities. I also understand that duties and responsibilities may change in order to meet the needs of the organization.