



KINGDOM TRAILS

JOB DESCRIPTION

Events Coordinator

About Kingdom Trail Association

Kingdom Trail Association (KTA) is a nonprofit organization based in the Northeast Kingdom of Vermont that provides recreation and education opportunities by managing, maintaining, and building trails to foster the health of our local community, surrounding environment, and regional economy. KTA delivers its mission by partnering with private landowners, local businesses, government agencies and other non-profit organizations to offer a 100+ miles of non-motorized, 4 season, multi-use, all level of ability trail network.

Job Summary

The Events Coordinator's primary responsibility is to produce and manage events on the KTA trail network. By bringing together visitors, KTA members, community and businesses through events and opportunities, the Events Coordinator works towards sustainable visitation of the trail network while fostering an enjoyable, educational, and respectful experience with an aim to preserve and protect the natural environment as well as the interests and goodwill of local stakeholders. To this end, the Events Coordinator is responsible for event planning and resource-gathering, event logistics, and relationship management.

Collaboration

- The Events Coordinator reports directly to the Marketing & Events Manager.
- The Events Coordinator does not directly oversee any staff.
- The Events Coordinator works closely with:
 - The Operations Manager, to keep trail users informed of upcoming events via the Welcome Center.
 - The Trails Manager, to coordinate trail logistics related to events.
 - The Community Outreach Youth Program Coordinator to coordinate shared events.
 - Business and community partners and volunteers, to run successful events.

Schedule

- Based in the Kingdom Trail Association offices in East Burke, VT.
- Year-round hourly position that works 40 hours/week; generally 8:00am to 4:00pm, Monday through Friday.
- Occasional meetings and events on evenings and weekends.
- Occasional regional travel required.

Job Responsibilities

Event Planning, Production & Promotion

- Serve as the primary point of contact for KTA events or for any outside events hosted on the trail network.

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- Manage set-up logistics for a variety of events on the KTA trails including obtaining the proper permitting, permissions, insurance, and approvals from landowners, partners, and municipalities.
- Work with partner organizations or other KTA staff to develop and mark event courses for a variety of sports (running, mountain biking, fat biking, xc skiing, snowshoeing, hiking, etc.).
- Communicate with staff and event sites regarding event details.
- Solicit, promote and organize all materials for events.
- Maintain registration and pre-registration lists and payments.
- Communicate with registrants prior to events.
- Gather & organize supplies required for each event (legal waivers, bibs, money, etc.)
- Re-organize and re-stock event supplies after each event.
- Create all event materials including registration forms, posters, web posts, calendar listing and event descriptions, website posts, social media updates.
- Coordinate and negotiate with a variety of vendors for event supplies (food, shirts, etc.)
- Manage on-site production and clean-up for events.
- Coordinate the loan of KTA event supplies to approved special event hosts.
- Manage KTA's special event online application by reviewing submissions, acquiring appropriate documentation, communicating event guidelines, approving or declining submissions, and following up post event for feedback.
- Safety Management: Providing appropriate information and tools to staff, volunteers and event participants to provide a safe event environment.
- Manage KTA staff and Volunteer by scheduling, communicating information and expectations, and establishing a culture of gratitude.

Promotion

- In partnership with the Marketing and Events Manager, conduct event outreach including: social media updates, distribute posters, post to local and regional calendars, send emails to relevant groups or clubs, and maintain these postings and communication.
- Maintain and update the events section of the KTA website.

Administration

- Post event results in a timely manner after each event through social media, email, etc.
- Assist preparing budgets and provide post-event income/expense reports for each event.
- Keep track of finances and responsible for cash box on day of event.
- Schedule events on the calendar and check for schedule conflicts.
- Report on the success of each event individually and on events program as a whole on a regular basis and at the end of each season.

Additional Responsibilities

- Work with staff and volunteers to develop and maintain a strategic perspective based on constituent needs and satisfaction of organizational direction, program and services, and decision-making.
- Create and maintain a work plan and solicit feedback from staff at regular staff meetings.
- Remain flexible and be willing to pitch in and step up to address needs or opportunities that arise within and beyond your department, store location, or job description.
- Maintain excellent communication with other staff members.
- Other duties as assigned.

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Qualifications

- Demonstrated skills, knowledge and experience in the planning and execution of events.
- Bachelor's degree in event management or a related field is preferred.
- Proven experience in marketing, communications or public relations with demonstrated success, preferably in the not-for-profit or association sector.
- A self-starter with a demonstrated passion for the KTA mission.
- A personal interest in and knowledge of outdoor recreation industry and culture.
- Ability to communicate effectively with diverse groups of people through a variety of formats (in person, phone, email, text, etc.) including co-workers and community partners, verbally as well as in writing.
- Strong attention to detail.
- Creative, flexible, and a positive, forward-thinking attitude.
- Able to prioritize tasks, manage workload, and remain calm under pressure within a fast-paced and sometimes unpredictable work environment.
- Proactive with the ability to work both independently and within a team environment.
- Excellent customer service skills.
- Strong organizational skills and natural proclivity for keeping detailed records.
- Ability to quickly assess a situation and make necessary decisions; skilled in creative problem-solving.
- Strong proficiency with computer and internet applications including Microsoft Office, Constant Contact, Google Drive, Facebook, Instagram, website platforms, project management platforms, and a willingness to learn new software platforms and applications.
- Regular access to a reliable private vehicle for occasional travel.
- Willingness to work outside of normal work hours for special events.
- Commitment to working with shared leadership and in cross-functional teams.

Physical Requirements

- Continually able to sit or stand at a desk and work in an office setting to execute job responsibilities.
- Able to move around the office and to or at meetings or events.
- Continually able to type and withstand repetitive finger motion.
- Able to lift up to 50 pounds.
- Regularly able to reach, stretch, climb, balance, when needed to manage or produce media on trail and set up at events.
- Ability to withstand a variety of outdoor weather conditions for outdoor event planning and implementation.

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