

## EVENTS MANAGER

**Communications | Hybrid in Tysons, VA | Full Time | From \$80,000.00 to \$95,000.00 per year**

### **About us:**

Tyson's Community Alliance (TCA) is an independent, non-profit (501(c) 6) community improvement organization, committed to the transformation of Tysons, VA into a vibrant, inclusive, globally attractive urban center where all thrive. By facilitating collaboration, activating places, promoting Tysons and place management, the TCA coordinates, plans, and leverages resources to make Tysons a thriving, diverse and competitive urban community.

In this initial year of operation, the TCA has a work program and budget of \$4 million, with initial funding provided by the Fairfax County Government, and plans to hire a staff of up to 14.

### **Position Summary:**

The Events Manager advances the mission of the Alliance by creating and executing a comprehensive strategy and calendar of events that advance community engagement and enhance the visibility of key organizational program initiatives. Events may range from stakeholder meetings and presentations to large-scale public celebrations, drawing on the diversity, growth and involvement of Tysons' business, residential, civic and visitor constituencies.

### **Primary Responsibilities:**

Collaborating closely with placemaking, transportation and communications staff, the Events Manager will:

- Create and execute a comprehensive events strategy, coordinating across program areas to ensure all events and programming are cohesive reflections of organizational goals for placemaking, transportation and community engagement.
- Maintain close working relationships with private sector, County government and cultural organizations to both amplify existing programming and identify strategic collaboration opportunities.
- Establish clear metrics of success for events program overall, and for individual events.
- Tailor events to support specific marketing and programmatic objectives, e.g. distinct, seasonal placemaking interventions; one-off community engagement socials; policy-informed mobility / transportation outreach events.

- Create and manage project budgets and timelines, and effectively obtain and manage vendor and other support services, to meet deadlines, control expenses, and ensure smooth execution of each event.
- Manage the creative, technical, and operational aspects of events of varying complexity.
- Assess the level at which events are serving diverse community needs; cultivate input, working with Community Outreach Coordinator and Associate Research Director, to determine strategies for reaching the full range of different constituencies within TCA.
- Create and manage templates and guides for different types of events, to help standardize resource allocation and planning for events across departments and support department leaders in accurately budgeting for their programs

**Scope:**

This position has a well-defined scope, broadly impacts organizational visibility and brand, and supports and reaches across all departments. Reports to the Director of Communications; supervises one fulltime support position and occasional temporary assistants. Interacts closely with the Communications team, and with the Transportation and Mobility, and Placemaking and Activation team. Represents the organization in relevant matters to stakeholders, local and regional government officials, partners, contractors, vendors and the general public. Expends funds within the parameters of approved project budgets

**Qualifications, Skills, and Attributes:**

The Events Manager must have a clear understanding of the organization's strategic vision and the programs supporting it. Must be able to handle multiple priorities in a fast-paced environment, generate an outstanding level of productivity focused on organizational goals. be a clear communicator, able to work collaboratively both inside the organization and with public partners.

- Minimum five years' professional experience in managing both large-scale and targeted or specialized events. Nonprofit experience, community focus and experience with public/private partnerships strongly preferred.
- Demonstrated record of success in managing the technical, staffing and operational needs of complex projects.
- Creative ability to design events that attract the targeted audiences, enhance the brand, and support programmatic goals.
- Bachelor's degree preferred.
- Clear written communication skills and outstanding level of verbal communication, with a positive customer-oriented approach
- Familiarity with the local business, residential and government environment, and/or with economic development, urban planning, or community engagement projects highly desirable.
- Demonstrated record of highly effective organizational skills, attention to detail and accuracy required.
- Must be a team player, able to collaborate effectively; creative, energetic and flexible in keeping with the startup environment.

**Compensation and Benefits:**

We offer a starting salary range of \$80K-\$95K depending on experience, plus a comprehensive benefits package including 401(K), Health, Dental, Vision, Life and Disability coverage, Transit/Parking, and ample paid time off.

The responsibilities of this position call primarily for in-person presence, including frequent weekends and evenings for event staffing, with some opportunity for remote work.

*Tyson's Community Alliance is an Equal Opportunity Employer*

To apply: Submit resume and cover letter [HERE](#).