



Job Description Purpose: Provides managers and employees with information about the functions and requirements needed to perform the job. This must be read in conjunction with the Performance Review.

Job Title: Event Specialist
Reports To: Chief Operating Officer
Direct Reports (Title Only): 0

FLSA Status: Non-Exempt
Classification: Full-Time
Date Written: 9/1/2019

Job Overview: Describes a general summary of the position. Explains why the position exists in the company.

The Event Specialist works under the guidance of the Account Executive & Account Specialist to assist coaches and event directors to market and manage their events. This includes populating new and existing websites through a Content Management System (CMS), setting up events for online enrollment, and general customer support that meets the defined standards of the company. May handle customer service lines requests or assist with technical design of customer websites.

Essential Functions: Identifies main accountabilities performed in the job. Provides importance of each action by indicating percentage of time spent performing the functions.

Function	% of Time Spent
1. Maintains existing customer websites, including but not limited to making general content updates, as needed. Inputs event data accurately for online registration.	30
2. Populates new customer websites with text and images through the use of CMS, or appropriate system. Works in a team environment to ensure quality and timely deliverables.	20
3. Provides data mining services to identify prospective sales leads. Identifies new patterns and trends and communicates to Account Executive and other team mates.	20
4. Handles the Customer Service line. Answers calls, returns voicemail messages and reviews emails to resolve concerns and problems. Follows-up, as needed.	10
5. Creates technical design of customer websites. Uses creativity to produce design elements for client websites including custom headers, backgrounds and related web imagery and graphics. Assists on additional technical or design projects, as needed.	10
6. Performs other job-related duties and special projects as required, including but not limited to backing up other team members.	10

General Requirements: Describes the minimum education and experience, certifications, licenses, and skill sets needed to perform the job.

High school diploma or equivalent. Minimum of 1 year of experience or educational background in marketing, communications, art, technology or related disciplines, required. Must have knowledge in popular internet technologies including general web publishing. Must demonstrate good interpersonal and problem-solving skills with the ability to prioritize responsibilities and adapt to changes in daily tasks, when necessary. Critical thinking and problem-solving skills required. Time management and teamwork skills required. Must work under pressure independently, exercise good judgment, and maintain confidentiality. No travel required.

ADA Requirements: Describes the physical demands and working conditions needed to perform the job.

Ability to read, count and write to accurately complete all required documentation. Must be able to speak effectively with customers. See other physical requirements as listed below.

PHYSICAL REQUIREMENTS	0-24%	25-49%	50-74%	75-100%
Seeing and hearing: reading documents and computer screen, answering phone, communicating in person				X
Sitting	X			
Standing and walking	X			
Reaching and bending	X			

Climbing, kneeling, crawling, stooping, and lifting	x			
Dexterity: Utilizing phone, typing, and writing				x

Lifting capacity: Indicate, by checking the appropriate box, the amount of lifting necessary for this job, with or without an accommodation.

	N/A	Occasionally (As Needed)	Often (Up to 4 hours per day)	Frequently (Up to 8 hours per day)
0-10 lbs.	x			
10-20 lbs.	x			
20-50 lbs.	x			
50-100 lbs.	x			
100 plus lbs.	x			

Note: Statements included on this job description are intended to describe the general nature and level of work performed by the employee(s) assigned to this job. The statements should not be construed as exhaustive list of responsibilities, duties, and skills required.