

**Job Title:** Special Events Manager  
**Department:** Special Events  
**Reports to:** President/CEO of Cashman & Associates  
**Starting Salary:** Negotiable, based on experience

Cashman & Associates, an award-winning full service communications and special events firm, is seeking a full time special events manager for its headquarters in Philadelphia, PA. If you are enthusiastic, driven, intelligent and creative; and want to join the dynamic team at Cashman & Associates, we would love to hear from you!

**Requirements:**

- Must have a minimum of 3-5 years of demonstrated special event management experience within a fast-paced AGENCY environment.
- Bachelor's degree in Marketing, Communications or related field.

**Knowledge, Skills, Abilities:**

- Must have a proven track record of success in all facets of special event management, from conception and planning to final execution.
- Must showcase an all-encompassing understanding of consumer/lifestyle marketing and the role social media plays in the industry
- Excellent organizational and interpersonal skills.
- Prior experience with brand activations and community relations a plus.
- Prior experience in public relations a plus.
- Must be detail-oriented and able to handle multiple projects simultaneously.
- Must have strong written and verbal communication skills; copywriting experience a plus
- Must be a proactive thinker who is flexible and reliable.
- Experience working with a variety of budgets, large and small.
- Must be creative and make a constant effort to stay in touch with industry trends, as well as innovative online and offline experiences.
- Ability to work independently as well as in a team environment.
- Must be able to work evenings, weekends and travel as events require.

**Special Events Responsibilities:**

- Communicate with clients to ascertain their precise event requirements & goals.
- Meet with the Special Events team members weekly to ensure all deadlines and expectations are met.
- Direct graphic design on the overall look & feel of event materials including: invitations, postcards, posters, brochures, program books etc. Approve, and sometimes draft, copy for these materials.
- Create detailed events documents (e.g. timelines, venues, suppliers, staffing and budgets).
- Coordinate and facilitate cross-promotional opportunities for clients.
- Coordinate & manage event vendors, i.e. venue, caterer, decor, entertainment, photographer, A/V.
- Manage vendor relations; participate in introductory meetings to build new relationships and partnerships.

- Manage & communicate event budgets with clients.
- Strategize room layouts and floor plans.
- Approve time and action documents for a cohesive understanding of the event timeline.
- Communicate with the events team of staffing requirements. Assist in staff briefings prior to the events.
- Manage client and vendor queries on the day of the event, oversee troubleshooting.
- Ensure that setup, dismantling and removal of event components are planned and managed properly.
- Contribute post-event evaluation reports (i.e. event recaps, event recap books, thank you letters and monthly reports) for retainer clients.
- Create guest lists for invitation mailings based on target audience and attendance goals.
- Assist in direct follow up to invited guests to ensure attendance goals are met.
- Visit potential event venues in the area to stay relevant in locations for upcoming events.
- Solicit sponsors for events to secure both in-kind and cash donations.
- Solicit and coordinate silent auction & gift bag items for events.
- Maintain agency's events' supplies and replenish when needed.
- Research other events in the area and consult clients on dates to avoid.
- Contribute to the agency's social media platforms and partake in strategy development and tactical execution.

**Company Responsibilities:**

- Consult on the agency's new business opportunities as it relates to special events.
- Contribute names, addresses and emails to the agency's database to attract new audiences and grow the agency's reach.
- Attend new business meetings and calls as they relate to special events.
- Research new & existing companies in the area and target desired clients.
- Actively pursue new business and facilitate introductory meetings.
- Consult & assist in the creation of proposals for agency bids to showcase the company's Special Events background and expertise in an effort to retain/secure new business.
- Produce annual reports with special events revenue projections & goals.
- Produce end of the year reports to show department revenue & profit.
- Submit bi-weekly expense reports and client billings.

**Salary, Perks and Employee Incentives:**

- After the first ninety (90) days of employment, a full benefits package will be offered, which includes, but is not limited to:
  - 100% health insurance coverage (Independence Blue Cross)
  - 401k, eligible after one (1) year of employment
  - 15+ days of paid time off (PTO), plus at least 10 additional paid holidays
  - Flex and comp time, when appropriate
- Yearly cost-of-living salary increase of up to 7%, based on performance.
- Opportunities for commission and bonuses, based on performance.
- Various lifestyle perks.
- Opportunities for employer-paid continued education.

- To apply, please email your resume, cover letter and salary requirements to [marketing@cashmanandassociates.com](mailto:marketing@cashmanandassociates.com). No phone calls, please.