

## **Meeting, Marketing, and Member Benefits Coordinator**

### **Based in Hartford, Connecticut**

#### **About Us:**

Connecticut Education Association is a dedicated educators' labor union whose mission is to champion educators, students, and public schools. We have been a leading voice for teacher professionalism and school improvement since we were formed in 1848. The Connecticut Education Association (CEA) is seeking applicants for the position of Meeting, Marketing, and Member Benefits Coordinator.

We are looking for a candidate with enthusiasm for public education and expertise to help advance the Connecticut Education Association's mission. The successful candidate is responsible for planning and organizing internal and external events and/or meetings (both in-person and online) for the organization, creating marketing plans and messaging for members, and maintaining and expanding Member Benefits and teacher discounts. The candidate is also responsible for all operational, implementation and post-event activities and will participate in developing, writing, and executing media marketing campaigns to support organizational objectives.

#### **General Duties and Responsibilities**

- Pre, onsite, and post event communications with attendees and relationship building with key stakeholders.
- Stay abreast of changing technology regarding virtual meeting platforms and policies and set up, conduct, and oversee virtual meetings, as necessary.
- Work with staff and members and offer training on new online and in person event and meeting platforms.
- Works with RA Planning and Member Benefits Committees actively investigating suggestions and ideas from committee members and others regarding the RA and teacher discounts.
- Build online registration programs.
- Work closely with Web Developer to maintain event website information, posting calendar events, Member Benefits, and marketing materials.
- Travel arrangements.
- Establish staff schedules, task assignments, and equipment allocation to ensure conformance with department objectives and goals.
- Determine fiscal requirements and prepare budgetary recommendations.
- Negotiate agreements with outside vendors and subcontractors to ensure lowest cost and highest quality of service.

- Source venues, recommend and engage catering, acquire supporting technology, and coordinate development of materials and agenda to execute quality events (in-person and virtual).
- Maintain a calendar of events and implement a system that enables and anticipates long-term planning and effective event management for the organization's meetings, conferences, and events.
- Identify all aspects of event risk management and crisis management strategies.
- Supervise, direct, and coordinate the activities of all subcontractors and vendors as required to successfully execute all aspects of the event.
- Ensure speakers are briefed and prepared to provide effective presentations.
- Trouble-shoot and smooth issues relating to the successful execution of the event program.
- Conduct post-event debriefing sessions and survey attendees.
- Works with Communications Director to formulate ideas for marketing Member Benefits and arrange and/or conduct training for the benefit of members.
- Provide post-event analysis, budget recaps and participant feedback and incorporate learning into future plans.
- Develop familiarity with pertinent CEA bylaws and policies.
- Assist the Administration and Finance, Communications, ASMT, and Policy/GR Departments with their projects and programs as needed and as time permits.
- Performs other related duties as assigned.

### **Qualifications, Experience and Skills Required:**

- 4-year degree in business, marketing, or hospitality management
- 5+ years of experience in event management or related field
- Certified Meeting Planner designation, as certified by the Events Industry Council, preferred but not required.
- Good working knowledge of CEA's primary goals and objectives.
- Ability to develop professional relationships in all aspects of the position.
- Ability to problem solve and work independently in a changing, multi-tasking environment with numerous deadlines.
- Excellent organizational, planning and project management skills.
- High level of verbal and written communication skills.
- Strong computer skills especially Microsoft Office, event management technologies such as RegOnline, Cvent, WordPress, Passkey, and SurveyMonkey.
- Ability to take input and direction to develop effective events.
- Negotiation skills with hotels, restaurants, entertainers, or other vendors.
- Ability to influence and coordinate the efforts of other staff in support of events.
- Ability to present and pitch ideas effectively.
- Demonstrated ability to prepare accurate budgets and effectively manage expenses.

- Solid business acumen, management, and problem-solving skills.
- Effective time management, leadership, and organizational skills.
- Ability to travel.

**Person to Whom This Position Reports:**

Manager: Communications Director

**Pay and Benefits**

The salary range is \$72,703 – \$100,758 annually determined by experience. We also offer medical, dental and vision plans, a retirement plan, and paid holidays, vacation days, personal days, and sick time.

**Equal Opportunity**

Connecticut Education Association is an equal opportunity employer, and we are committed to fostering an organizational culture of diversity and inclusion. Women, minorities, people of color, members of the LGBTQ+ community, and people with disabilities are strongly encouraged to apply.

Individuals with disabilities requiring disability relate accommodations in the application and interview process, please call Jennifer Green in Human Resources @860-725-6303.

**Applications**

Interested candidates should submit a letter of interest, resumé and complete contact information via email to Jennifer Green at [Jenniferg@cea.org](mailto:Jenniferg@cea.org) no later than March 1, 2024.