

Events Coordinator Job Description

Position Overview

The Events Coordinator is a key role in the retail department at Fenn Valley. This role is primarily responsible for events and private space use at the Fennville estate. However, as a small company, all roles have additional duties as needed.

Primary Responsibilities

- Organize and coordinate all events and use of the Fennville estate. This includes but is not limited to the following...
 - Schedule events, both corporate and private. Coordinate schedule with entire retail and events team
 - Schedule internal event planning meetings with appropriate lead time
 - Develop planning outlines that include job assignments and time and date of completion. Ensure assignments are done on time.
 - Determine staff and volunteer needs for each event and confirm people are available
 - Book all outside resources - including music, food, tents and other rental equipment as needed
 - During event coordinate and communicate between all areas to ensure a good experience for guests, staff and volunteers
 - Track costs and materials used for each event and organize in a central database
 - Schedule debriefs and gather feedback for improvement for each major event
 - Constantly innovate to make events more effective
 - Organize and maintain event equipment and utilize a database to track employee use
- Manage volunteer program, including but not limited to the following specific duties...
 - Coordinating the annual Volunteer Appreciation event, including getting invites sent by 12/31 of the year prior
 - Maintaining up-to-date database of active volunteers and assignments for upcoming year
 - Confirmation and communication of volunteer and staff assignments including...
 - Initial confirmation of needs by April 15th each year
 - Final confirmation 2 weeks prior to assignment
 - Lead volunteer briefings prior to each event
 - Coordinate volunteer wine “payments” as well as other benefits (e.g. discounts on wine)
 - Send thank you messages to each volunteer within one week after assignment
 - Recruit new volunteers as needed
 - Help volunteers sign up for events they want to attend as guests
- Plan and coordinate food preparation for all events and private parties
- Maintain active relationships with necessary outside vendors, including chefs, food trucks, linen rentals, etc.
- Work with Tasting Room Manager to maintain an active list of food trucks willing to work events, busy weekends and other times as needed
- Aggressively sell event space for private parties
- Ensure all private parties are staffed and guests have a great experience
- Help ensure all areas of the Fennville estate, including the kitchen, are always in compliance with local, state and federal food handling laws
- Help manage company calendar and make certain all events are scheduled in the shared calendar with appropriate resources booked

- Manage incoming requests for private parties and other use of the Fennville estate
- Help develop new events to promote Fenn Valley
- Proofread all marketing/sales content prior to publishing
- Aid in management of event system, including resolving errors and running reports as needed
- Help plan and execute internal company events
- Assist with research efforts on new company initiatives
- Work events, private events, special programs and tasting room when needed

Other Duties

- Manage private label program, including taking orders and producing labels
- Produce custom labels as needed in tasting rooms
- Work as part of a team to ensure phones are answered during normal business and retail hours
- Coordinate facility cleaning
- Other duties as needed

Required Skills & Background

- Active ServSafe® certification
- Active First Aid and CPR certification
- Available to work when event space is in use, including weekends, nights and holidays
- Available to meet prospective customers on their schedule, which is often weekends and nights
- Must be organized, self-motivated, and detail oriented with the ability to multi-task
- Sound written/verbal communication and excellent interpersonal skills
- Passion for wine and hospitality
- Ability to travel on occasion for customer/market research and off-site events
- Comfortable with technology including Microsoft productivity tools, email and social media for business
- You must be legally authorized to work in the United States without an employer-sponsored petition for a visa

Our compensation is competitive and based on skills and experience.