

# Business and Events Manager

The Business and Events Manager (BEM) is first contact with the HBA's members, property owners and local community. It's the BEM's role to engage the business community, keep them informed of any local or regional business impacting or potentially impacting their business and or upcoming events locally, city, state or nationally to promote additional business. It's the duty of the BEM to engage the business owners of Hillcrest, enthuse, round table ideas, promote and assist in executing these potential income producers.

The BEM will work closely with the Marketing and Social Media Manager (MSMM) to ensure the businesses, property owners and residents are informed. This will be done utilizing the MSMM's web based and social media avenues. The BEM will visit in person once a month on a regular schedule. or more, as needed and or required by the ED. The BEM will need to work side by side with the MSMM in creating materials for distribution to businesses/property owners and residents.

The Business and Events Manager will work side by side with the promotion company, with the MSMM and the ED on all events, however, it will be the BEM's responsibility to ensure all items related to the event are executed in a timely manner, followed through as outlined between the HBA and the promotion company via contract and time line provided. The BEM will work to promote new and fresh ideas to add to all events that interact with the businesses, the community and the people attending. The BEM will encourage businesses and vendors to interact with the public, give them ideas on promoting their business to bring customers into their storefronts/venues. The BEM will be required to research and deliver new ideas on an ongoing basis.

BEM will recruit and oversee all volunteers for the events and the Farmers Market.

## Office Duties:

The BEM will attend all Exec and Board meetings and prepare, send, inform and post all related materials to the proper parties. This will include but not be limited to: agenda, minutes, scheduling, set up and secure venue(s) in advance, gather agenda items from all parties and post. Hard copies filed and posts given to the MSMM, as legally required, will be the responsibility and organizational duty of the BEM to ensure their execution is in compliance at all times.

The BEM will keep the office supplies updated, organized and ordered. BEM is responsible for the professional look of their work area and areas surrounding them at all times. Other duties include filing, coordination with volunteers, errands, answering phones, greeting the public and other organizational duties as assigned by the ED.

