



New Memphis is a not-for-profit organization committed to developing, activating, and retaining talent in order to forge a more prosperous and vital new Memphis.

Title: Event & Impact Specialist

This full-time position will report to the Senior Manager of Community Impact in support of our work to engage the community in strategic events by providing dynamic, engaging, high quality, virtual, in-person, and hybrid experiences and evaluating their impact and outcomes.

Primary Responsibilities include:

- Design, plan, and execute Community Engagement events in partnership with Senior Manager of Community Impact
 - Support the Senior Manager of Community Impact to develop & manage event budgets
 - Work with staff to ensure fundraising considerations and sponsor deliverables are fulfilled.
 - Communicate with vendors, exhibitors, and stakeholders during event planning process
 - Manage event registration software and monitor registrations
 - Coordinate event content, including speakers, performers, and event technology
 - Cultivate and manage relationships with event vendors and venues
 - Conduct research and site visits when making decisions about event possibilities
 - Provide on-site support for events
 - Capture event through quotes, photos, video or other storytelling tools
- Support event execution for Launch: Summer Experience and occasional other New Memphis events
 - Communicate with vendors, exhibitors, and stakeholders during event planning process
 - Provide on-site support for events as needed
 - Support the team to produce polished, effective events across program areas
- Creatively engage audience segments to ensure high engagement with New Memphis events and brand communications
 - Manage events calendar and annual event planning process that includes event execution timelines for organization, communicating needs with staff and cueing team to meet collaborative goals
 - Manage post-event communications with attendees to meet survey goals
 - Collaborate with Senior Manager of Community Impact and communications team to develop an event promotion strategy including creation of relational emails to drive registrations and post-community activation
 - Craft funder and event communications, including event descriptions that are enticing to sponsors
 - Support Marketing and Communications Manager in production of organizational newsletters and email blasts, including drafting of content related to events
 - Represent the company at community events and through media in the lead up to major events

- Make data-driven decisions about the community engagement work to deepen the impact of the program
 - Create and administer surveys, track event KPIs and measure impact to identify opportunities for and drive continuous improvement
 - Track and record data records in Salesforce database including in-kind and discounted event donations, event venues, and registrant and attendee information to inform impact
 - Produce impact summaries after events that showcase the event and its outcomes for funders and stakeholders. Deliver event impact data to Senior Manager of Community Impact and help communicate to staff, partners, and event sponsors
 - Collaborate with the Senior Manager of Community Impact to develop goals for each event and establish measurement tools to gauge impact
 - Collaborate with the Senior Manager of Community Impact to guide strategy for engagement opportunities

Secondary Responsibilities include:

- Collaborate with the team to maximize communications opportunities and solutions
- Support teams in broadening awareness of New Memphis programs and initiatives and increase the visibility to key stakeholder audiences
- Support team members in special project-based work and other duties as assigned

Key Competencies:

- Minimum 1-2 years professional work experience; Bachelor's Degree preferred
- Pursues work with eagerness, energy, drive and attention to details
- Creative, resourceful, flexible team player
- Possesses excellent oral and written communications skills
- Strong attention to details and outstanding organizational skills, with an aptitude for coordinating tasks, timelines, and follow-up
- Demonstrated experience in:
 - Collaborating with a diverse team
 - Balancing multiple and competing priorities; delivering excellence in a fast-paced environment
 - Taking initiative and managing work with minimal oversight
 - Identifying and resolving problems creatively and resourcefully
 - Crafting creative, effective, and relational communications
- Experience with Microsoft Office Suite (specifically Excel, PowerPoint, and Word)
- Ability to meet deadlines and remain highly organized; possesses excellent time-management skills
- Experience with Salesforce, MailChimp, Canva, and video and photo editing software beneficial but not required
- Ability to handle multiple projects simultaneously
- Flexibility and the ability to react quickly to changing needs
- Full time. Extended hours, including evening and weekend time required

Excellent benefits include medical/dental/vision insurance; generous retirement contribution plan. We are looking to fill this position immediately. Qualified applicants should send resume and cover letter by April 5 to jobs@newmemphis.org. Only candidates selected for an interview will be contacted. No phone calls, please.

New Memphis is an Equal Opportunity Employer and does not discriminate on the basis of race, ancestry, national origin, color, religion, gender, age, marital status, sexual orientation, disability or veteran status.