



Eastern Band of Cherokee Indians

Job Description

Position ID Number: 080-4200-022	Last Revised: 08/04/2014
Position Title: Special Events Assistant	Department: Destination Marketing
Reports to: Events & Fairgrounds Supervisor	Division: Commerce

Primary Function: Performs difficult professional and responsible administrative work planning, organizing and assisting a variety of special seasonal and year-round Reservation-wide events, programs and activities; does related work as required. Work is performed under the general supervision of the Events & Fairgrounds Supervisor.

Job Duties and Responsibilities:

Planning, organizing and assisting special programs and events, determining program needs, maintaining necessary liaisons and contacts, maintaining records and files.

Develops special events calendar, special events flyers and fact sheets on every event to support the overall Strategic Marketing Plan.

Promote special events, theme projects, and cultural events for inclusion in the Cherokee Destination Marketing website.

Represents the Eastern Band of Cherokee Indians to outside agencies when requested and develop a network of resources and contacts.

Speaks to groups and civic associations concerning Cherokee to promote tourism.

Organizes special events such as ribbon cuttings and groundbreaking events including setting forth the agenda for speakers, selecting refreshments, making sure the sound systems are available and maintaining mailing lists for such events.

Assists in providing logistics, planning itineraries for tour directors, group sales representatives and others.

Participates in staffing exhibits at various consumer and trade shows including making presentations to the public when necessary.

Assists with events and meetings within budgetary guidelines.

Assists the staff in preparing annual budget.

Build and maintain cooperative relationships with the business community, regional tourism offices, and NC State tourism officials and represent the Tribe when required.

Adhere to regulatory, departmental, and Tribal policies in an ethical manner.

Contribute to the improvement of the Tribe and its marketing objectives.

Participate in the short and long term planning process for the department.

Assists with ongoing and repeated events such as the annual parades (Christmas, Cherokee Indian Fair, etc.).

Promote programs and events via fliers, news media and personal contacts.

Orders supplies and coordinates other special event logistics.

Performs other duties as requested.

**Education
/Experience:**

An associate's degree in business management, public relations, communications or marketing is preferred. Nine to twelve months in the position would be required to become proficient. Three years administrative experience in marketing, tourism or special events required. Demonstrated experience in marketing including layouts, cost estimates, contract negotiation and special events planning and execution.

Job Knowledge:

Must have a thorough knowledge of the policies, procedures, goals and objectives of the Division of Commerce. Thorough knowledge of philosophy and objectives of special events marketing and management is needed. Requires the ability to develop and implement a marketing strategy. Thorough knowledge of public relations and media techniques, ability to meet and deal tactfully with the public; ability to establish and maintain effective working relationships with associates and the general public are needed. Must have basic clerical, administrative and organizational skills. Requires computer skills and knowledge of specified program applications. Must have good communication skills, both written and verbal. Must have a thorough knowledge of the region, Cherokee attractions, events and accommodations. Must know local and regional geography, and must have good knowledge of Cherokee culture and history. Must be able to establish and maintain effective working relationships with the local business community, regional travel/tourism representatives and professionals in the industry. Must have the ability to represent the department and the Tribe in a positive manner. Must be skilled in negotiation and problem solving. Must have a valid North Carolina driver's license. Must present a professional appearance at all times.

Deals with assignments that are complex and varied ranging from routine operations to planning, analysis of circumstances and problem solving which require original and independent thinking, use of judgment and initiative. Must respond appropriately to impromptu questions as an official spokesperson for the Tribe.

**Supervision
Received:**

Reports to the Events & Fairgrounds Supervisor and follows well-defined procedures and guidelines as prescribed Tribal policies and the Strategic Marketing Plan. Works independently to develop calendars, organize events, and schedule promotional tours with the assistance of the Events & Fairgrounds Supervisor, P/R Coordinator and other staff members of Cherokee's Destination Marketing Department.

**Responsibility for
Accuracy:**

Must conform to guidelines established through the Division of Commerce and the Eastern Band of Cherokee Indians for most of the job duties. The Special Events Assistant is responsible for accurately logging events for public review and consumption. In many cases errors and or omissions could be costly or have negative effects for visitors to the Cherokee area. Inadequate or poor guidance would result in bad publicity for the Tribe and have a far-reaching impact on the business community. Most actions pass through review and approval procedures prior to final publication or dissemination, which should detect most errors.

Contacts with Others:

Has daily contact with visitors to Cherokee from the general public, Division of Commerce staff, other Tribal entities, business owners/operators, and Tribal officials. Has outside contact with travel industry representatives, motor coach operations, travel agents, group leaders and vendors. Other contacts are with the travel industry at the state and national levels are required. All contacts are for the purpose of exchanging or providing information and to represent the Eastern Band of Cherokee Indians, and all contacts require tact, courtesy and professional decorum. Often serves as the first impression of the Tribe and the area.

Confidential Data:

Has access to marketing and sales information and local travel revenues that are considered confidential. May also have access to Program budgets, which are also considered confidential, when assisting other staff in budget formulation. Damage to program reputation and ill will could result from unauthorized disclosure of information. Must adhere to Tribal confidentiality policies and procedures.

Mental/Visual/Physical Effort:

The degree of concentration ranges from slight to intense based on the work being performed. Position is subject to frequent interruptions, which require varied response. While performing duties of this job incumbent is required to stand, walk, reach with hands and arms, speak and hear. Requires visual acuity, manual dexterity and good eye/hand/foot coordination.

Environment:

Work is performed in an office environment with business travel and exposure to traffic and crowds. When on promotional or trade show travel, incumbent will be exposed to minor hazards associated with setting up exhibit booths.

Extent of Supervision:

Reports to the Events and Fairgrounds Supervisor. Duties include assisting in preparation and coordination of events and event budgets, and selection.