



Position Announcement – Director Events and Member Engagement

As Roanoke-Blacksburg's premier professional association, the Roanoke - Blacksburg Technology Council (RBTC) is an essential resource for entrepreneurs and technology companies seeking to achieve greater success. The RBTC is a non-profit member-driven association of businesses and organizations in the greater Roanoke-Blacksburg region working together to promote the growth and success of the region's technology sector. Our membership includes more than 225 organizations from emerging technology firms to some of the largest employers in the region. The RBTC is building a technology community that is a catalyst for innovation, inspiration, success, and leadership within our region.

We are seeking a dynamic, enthusiastic person who thrives on activity and results to join our small, innovative team as Director of Events and Member Engagement. The Director of Events and Member Engagement will manage and grow events necessary to meet our member's needs, retain and expand our membership base, and position the organization for continued growth. In addition to the CEO, the Director of Events and Member Engagement will be a visible face of the RBTC and will represent the organization to a wide variety of members, stakeholders, and partners.

The Essential Functions of the Director include:

- Develop, manage, execute, and evaluate must-attend, top-notch RBTC events that engage and inform our membership and the community
- Cultivate productive relationships with RBTC members, investors, volunteers, board members, community partners, event-related clients, venues, and vendors
- Plan and manage event logistics including venue, participants, program, audio-visual requirements, and catering
- Provide financial responsibility and accountability for events. Track event expenses and review accuracy of invoices
- Track, analyze, and report details on member engagement activities such as membership growth and retention and event participation
- Facilitate networking and professional connections amongst our membership and create new opportunities for meaningful engagement
- Organize and run multiple member communities in various industries to serve as venues for professional development and information exchange
- Develop and maintain an accurate database of members, sponsors, and membership leads through a member relationship software program

- Communicate with current and potential members and sponsors through email and social media
- Work alongside the CEO in the development of new programs, strategic planning, and the acquisition of new sources of revenue for the organization
- Perform other duties as assigned

DESIRED ATTRIBUTES, EDUCATION and EXPERIENCE

- Bachelor's degree in business or a related field or equivalent training and/or experience in financial, business, program or hospitality management
- Experience developing and financially managing a variety of programs and special events; including budgeting, contracting, registration, and promotion
- Ability to handle numerous projects and details and prioritize according to needs
- A team player and with excellent communication, interpersonal, and organizational skills, and the ability to manage and handle on-the-spot changes and emergencies in a professional and effective manner
- Results oriented, entrepreneurial, adaptable, creative, and confident people-person
- Ability to clearly articulate the RBTC mission, goals, and value proposition to a wide audience
- Strong commitment to quality programs and program evaluation
- Ability to maintain positive working relationships with staff, members, sponsors, vendors, and the community
- Event planning and management experience with the ability to grow event attendance, and manage the development process
- Ability to research and prepare clear, concise, and well-organized reports
- Ability to work as part of a team and adapt work habits and procedures as necessary to accommodate the organization
- Ability to work flexible hours, including occasional evenings and weekends
- Ability to motivate and inspire members and volunteers
- Ability to represent the RBTC through speaking engagements and networking
- Must have a high level of comfort with managing and getting what is needed out of customer relationship management databases and related programs; must be fluent with Microsoft Office and social media applications
- Project management experience a plus, with excellent time management skills and ability to balance multiple tasks and short and long-term priorities simultaneously

Applicants with an equivalent combination of education and experience will also be considered.

PREFERRED QUALIFICATIONS

Advanced experience in event planning; Certified Program Planner (CPP), Certified Meeting Planner (CMP), or Project Management Professional (PMP) designations

ADDITIONAL REQUIREMENTS

Regular travel throughout the Roanoke and New River Valleys will be required. Must be able to work from either the Roanoke or Blacksburg office. Employee must provide their own transportation to the job and related meetings and events. Applicant must possess, or obtain by time of appointment, a valid Virginia motor vehicle operator's license and an acceptable driving record. A pre-hire background check will be made on all candidates who are selected for employment. It may include checks of the following: criminal record, driving record, education, professional licensure, and credit history. Applicant will be required to sign a release authorizing RBTC to obtain their background information.

A competitive salary and compensation package is being offered.

APPLICATION PROCESS

Applications must be received by Midnight EST on November 28, 2016. No phone calls please. Submit your resume, salary requirements, and a letter of interest via email to:

Robert McAden
RBTC Board Chair
Roanoke – Blacksburg Technology Council
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Blacksburg, VA 24060
apply@rbtc.tech