

Job Title: Event Producer
Department: Event and Travel

Status: Exempt
Reports to: Event and Travel Director

Position Summary: The Event Producer is primarily responsible for coordinating and producing meetings and events on behalf of one or more client accounts. The Event Producer interfaces with various departments of Jackson for the purpose of directing and managing projects to a successful conclusion. The Event Producer follows proper paperwork procedures determined in each department. He/she is accountable for the execution and delivery of timely, creative Jackson work. The Event Producer is the liaison in coordinating with outside vendors, service providers, and show promoters. He/she must lead the Jackson event specialists and other on-site crew and team members, as necessary, in support of all aspects of an event.

The Event Producer must have a positive, "can do" attitude, high performance work habit and a passion for excellence. He/she needs to be a team player and give their best and most responsive effort on behalf of the Client on a consistent basis.

The position requires time flexibility to travel and work beyond eight hours as needed according to the demands of the projects.

General Purpose: To coordinate and produce all aspects of Client meetings and events.

Essential Functions:

Meeting or Event Coordination

- Manages the planning of events, which may include Ride and Drives, Trade Shows, Meetings and Special events (including Jackson events).
- Researches, plans, develops and implements all aspects and activities involved with meetings and events.
- Involved in executing event concepts, budgets, site communications, travel and transportation of crew and guests and event items (signage, tires, etc.), call center/registration, client contacts, and event follow-up responsibilities.
- Creates Advantage Alerts and Executions, works with Traffic and Production team to produce collateral items for projects, as needed.
- Creates and updates schedules and information as needed for the event (including travel schedules, daily schedules, event information, crew information, load list, and client information, etc.). Jackson's current process organizes all this information a spreadsheet called "Event Logistics Reference Tool" (or ELRT).
- Ensures that all materials needed on-site for an event are properly organized, delivered, and allocated to the proper positions at the event(s). Proper procedure includes developing and updating event load lists.
- Manages a portion of, or the entire budget of, a program based on the allocated amounts as determined in the project estimate. Consistently adheres to the estimate when purchasing outside resources.

Management of Contract Labor & Event Staff (on-site)

- When additional labor is required, the Event Producer will contact the Event Director to fill the additional labor needs for that event.

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- Manages event crew on-site. If there are any personnel or client-related issues, the Event Producer will contact the Event Director for direction.
- Approves timesheets, expense reports and per diem for event staff.
- Coordinates and helps implement the training of event staff while on-site.

Communication

- Communicates effectively with associates, clients, vendors, and staff.
- Interacts with all departments within Jackson, keeping event teams informed and moving forward through timely and accurate communication.
- Consistently checks voicemail, e-mail, texts, etc., to stay current with all project communications, including when on the road.

Administration

- Utilizes event department documentation sources and follows proper storage and filing on Jackson server
- Manages inventory of meeting and event items, including items stored in the warehouses at the Greenville-office as well as items out on the road.
 - Researches, produces potential new items necessary to implement an event.
 - Coordinates repair and replacement of current inventory items, including signage, tents, tablecloths, etc. as needed.
 - Works, according to Warehouse procedures, on inventory control.
- Consistently enters daily record of billable time into the Accounting Software.

Travel Requirements

- Position requires travel to and from events based on events that Jackson manages.
- Schedule of events are not pre-determined; they are determined based on the requirements and dates of the particular event.
- Jackson does not determine event dates; they are based on client direction.

Essential Skills & Experience:

- Knowledge and experience of the meeting and event industry
 - Knowledge of marketing strategies, processes, and available resources
 - Knowledge of contracts and permits
 - Ability to manage and coordinate contract labor
 - Ability to manage travel coordination duties
 - Skill in organizing resources and establishing priorities
 - Ability to plan, organize and coordinate activities and special events
 - Ability to gather data, compile information, and prepare reports
 - Knowledge of the practices, protocols, and conventions of the entertainment industry
 - Current knowledge of the event marketing industry, and acceptable practices
 - Highly organized, with the ability to simultaneously manage the elements of multiple programs
 - Ability to adhere to budgets and controlling costs
 - Excellent interpersonal and communication skills (written and verbal)
 - Strong time management, organizational and critical thinking skills

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- Proactive, resourceful, strong team player
- Strong skills in MS Excel, Word, PowerPoint
- Commitment to company values

Nonessential Functions, Skills & Experience:

- Previous agency/project management experience
- 3-5 years of agency experience

Physical Demands & Work Environment: The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Physical demands: While performing the duties of this job, the employee is occasionally required to stand; walk, sit; use hands to finger, handle, or feel objects, keyboards, office equipment, reach with hands and arms; climb stairs; balance; stoop, kneel, crouch, talk and hear. The associate must occasionally lift up to 20 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral, vision, depth perception, and the ability to adjust focus.
- Work environment: The noise level in the work environment is usually moderate.

General Sign-Off: The associate is expected to adhere to all company policies.

I have read and understand this explanation and job description.

Signature: _____ Date: _____

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