



Job Description: Event Coordinator

JOB TITLE: Event Coordinator

SCHEDULE: Part-time

COMPENSATION: \$20/hour

JOB SUMMARY:

The Event Coordinator creates and manages ORO's events. The coordinator is responsible for executing and overseeing ORO's current annual bike, run, ski and snowshoe events as well as creating new pop-up events that highlight the gear, apparel and brands we carry and pitching new annual event ideas.

ABOUT ORO

Onion River Outdoors is a community-minded outdoor gear and apparel shop in Montpelier, Vermont. We are Central Vermont's outdoor recreation experts, an eclectic and fun group of active, outdoor-loving folk. In addition to sales and service, our shop provides events, clinics, and community-gatherings that encourage and celebrate outdoor activities.

CULTURE

We work hard and have fun. We bring energy and honest effort into everything we do. We try, use, and buy the products we sell. At ORO, all employees are accountable to each other, to a successful business, and to a healthy work environment. We respect each other as equals, learn from our mistakes, and help each other to do better together. We recognize that our shop's success is tied to the well-being of our Green Mountain landscape and our Central Vermont community. Our primary focus is to provide honest and excellent customer service by always putting the customer first. We don't just sell stuff to our customers, we provide the means to a healthy, positive lifestyle. We open doors to the outdoors by supporting community members in their outdoor pursuits. We believe that when consumers support local business and local business supports the community, we all win.

COLLABORATION

- The Event Coordinator reports directly to the ORO Owners.
- The Event Coordinator works closely with the ORO Owners, Management Team, and Marketing Team to develop the events and employ strategies that meet budget and contribute to successful community experiences.

- The Event Coordinator collaborates with the marketing staff to develop promotions for upcoming events.
- The Event Coordinator develops and maintains positive working relationships with the Softgoods & Hardgoods Buyers along with vendors and sales representatives to build co-sponsored events that show off the range of gear and apparel ORO carries.
- The Event Coordinator works closely with ORO staff and volunteers during events to manage event staffing as needed.

JOB RESPONSIBILITIES

- Coordinate all elements of events including staffing, volunteer recruitment, budget, registration, promotion, sponsors, supplies and gear, and communication with participants.
- Maintain the event How-To documents that lay out the timeline of activities; meet regularly with ORO staff to plan and execute the elements.
- Research and establish safety protocol for all events
- Coordinate with the city and/or land managers to get approval for event spaces
- Coordinate with the marketing team to promote events via social media, email, flyers, website, and press releases.
- Coordinate with the graphic designer to create promotional materials, event signage and custom event gear & apparel
- Help develop and manage seasonal in-store promotional events
- Promote teamwork and morale among co-workers by remaining flexible and being willing to pitch-in to address needs or opportunities that arise within and beyond your department or job description.
- Maintain excellent communication with sponsors, customers, and other staff members.

QUALIFICATIONS

Required

- Active user of outdoor gear as a hiker, biker, runner, or other shop-related activity.
- College degree or equivalent experience
- 2+ years experience working in the outdoor industry
- Positive, customer-first attitude.
- Excellent verbal and written communications skills.
- Ability to work effectively with others in a team-oriented environment.
- Ability to work a flexible schedule including nights and weekends.
- Ability to effectively communicate with individuals and groups, demonstrate integrity and respect, and establish authority through credibility and knowledge.
- Ability to balance long-term vision with more immediate, practical event needs.
- Ability to achieve financial and operational efficiencies while maximizing benefit to customers.
- Ability to manage stress, keep track of details, think creatively, prioritize, and manage time effectively.

Physical Requirements

- Continually able to stand/walk for extended periods of time.
- Continually able to reach overhead, bend, squat, kneel, and carry product, necessary for event set-up
- Continually able to walk up and down staircases, carrying boxes, product, displays, and other necessary store-related items.
- Ability to safely lift boxes up to 55 lbs.
- Comfortable climbing ladders.
- Proficiently use computer-based Point of Sale and online event registration software.
(We will train to our p.o.s. system.)
- Ability to travel off-site to event venues

COMPENSATION AND BENEFITS

- Starting pay \$20/hour
- Industry benefits such as employee pricing on gear
- Retirement plan with 3% match
- Fun work environment and schedule flexibility