

Major Events and Guest Experience Coordinator

Objective: The Major Events and Guest Experience Coordinator is a high-capacity leader who partners with ministries to create and execute strategic, world-class events and guest experiences that propel Valley Church's overall vision.

- 1. Good for All Conference manager:** Under direction from senior leaders, manages all logistics to host a national-caliber conference, equipping hundreds to love their neighbors and winsomely share the Good News. Responsibilities include overseeing: budget management, securing vendor contracts, volunteer staffing, speaker travel arrangements, determining resource needs, layout planning, event timeline planning, etc.
- 2. Event manager for other major events:** Plans and executes meaningful experiences for major events, such as Good Friday, Easter, and Christmas.
- 3. Guest experience cultivator:** Leads guest experience ministries through empowering and leading a team of staff and volunteers to deliver meaningful and welcoming experience for those who connect to Valley Church and Valley Community Center.

Employment Standards:

- University education in related areas preferred (marketing, hospitality, event management, etc.)
- 5+ years of proven experience in related areas.
 - Event or project management (conference management preferred)
 - Customer service or hospitality experience
 - Speaker/vendor contract negotiation and management
 - Recruiting and leading volunteers, especially specialized/skilled volunteers
 - Budget creation and management

Compensation: Full-time, 45- 50 hours per week, annual salary (based upon experience, credentials, etc.). Exempt status. Benefits include group health insurance, paid vacations, etc. Refer to Personnel Policies for details.

ROLE: The Major Events and Guest Experience Coordinator is...

- **Carrier of the DNA:** Completely embraces and contagiously communicates the Valley Church mission, values and strategy.
- **Operations guru:** Brings structure to complex major events, to create an ideal environment where participants can best learn and grow.

- **Strategic Planner:** Works with church leadership to execute strategic, world-class events and guest experiences that propel Valley Church's overall vision.
- **Vision Activator:** Turns strategic plans into reality. Makes it happen on time and on budget.
- **Maximizer:** constantly seeks ways to achieve greater impact with existing resources.
- **Reproducer:** With the entire staff, reproduces leaders, volunteers, and followers of Christ.
- **Cheerleader:** Encouraging leaders, volunteers, and fellow staff constantly.
- **Solution Specialist:** Able to identify problems and find solutions.
- **Advocate for the audience:** In tune with the perspective of audience. Participant-centric. Always seeking to enhance the experience of participants by proposing creative solutions that add relevance, meaning and engagement.
- **Thought-leader:** Leads through expertise and winsome influence, rather than positional leadership.
- **Idea scout:** Sources ideas and inspiration from a variety of fields – tourism, technology, churches, visual arts, video, theater, pop culture, ministries, events, entertainment.
- **Catalytic Leader:** An equipper of the saints, able to rally people to a cause.
- **Des Moines Fan:** passionate about seeing the Des Moines community, especially our immediate neighbors, thrive.
- **Experimenter:** learns by testing new and out-of-the-box ideas.
- **Mission Mobilizer:** fully "owns" our mission of mobilizing everyone's God-given potential to deeply love Christ and their neighbors.

NOT: The Major Events and Guest Experience Coordinator is NOT the...

- **Hired Hand:** Does not run errands or do hands-on projects that could be done by the empowerment of a trained volunteer and staff.
- **On-Call Party Planner:** Does not plan events for various ministries at the church, but rather focuses on the most significant, strategically-aligned, impact-generating, church-wide events.

- **Worship Gathering Planner:** May provide ideas for weekend worship gathering elements and environments (especially for holidays), but does not focus on logistical service gathering decisions such as production planning or service order.

PERSONALLY: The Major Events and Guest Experience Coordinator is . . .

- **Humble learner:** can take direction and feedback well and has a great desire to learn.
- **Energetic Multi-Tasker:** able to work on a broad range of projects and levels.
- **Healthy at home:** no concerns related to spiritual or emotional health issues within her or his family.
- **Time manager:** does not require external systems to prioritize; is intrinsically motivated.
- **Trustworthy:** Has unwavering loyalty to Christ, senior leaders, and Valley Church. Understands sensitive situations and maintains complete confidentiality. Skilled with diplomatic endeavors.
- **Flexible:** Understands the complexity of working with a variety of staff and perspectives, and collaboratively works with patience, flexibility, and grace.
- **Person of integrity:** at the core, he or she makes solid decisions based on lifelong, biblical values.
- **Self-aware individual:** knows where he or she is weak; finds others to fill in those gaps. Emotionally intelligent and healthy.
- **Disciple:** fully devoted to following Jesus in everything he or she does.
- **Unquenchably curious:** continually searching out innovations, trends and new approaches. Invigorated by exposure to new experiences and new ideas.
- **Adventurer:** thrives in new experiences and invigorated by new challenges.
- **Self-starter:** compelled by a desire for growth. Routinely undertakes new projects on his or her own initiative.

JOB: The Major Events and Guest Experience Coordinator...

- **Is present:** Available to Strategic Marketing and Communication Team staff, leaders, and key volunteers. Available to church family members on a more limited scope.
- **Builds teams:** identifies, equips, empowers, and leads volunteers.
- **Connects:** has an infectious personality that thrives in integrating people into the church family and connecting them to their serving passions
- **Communicates:** keeps his or her supervisor aware of the successes and struggles taking place in sphere of influence by proactively and consistently sharing stories and reports.
- **Is a flexible servant:** understands that sometimes this role helps others outside of his or her area of expertise. Performs other duties as required and directed to support the mission of Valley Church.

RELATIONSHIPS of the Major Events and Guest Experience Coordinator include...

- **Reports:** to the Director of Strategic Marketing and Communications
- **Works closely with:** Strategic Marketing and Communication Team, Lead Pastor (on selected events), Worship Team, and other staff on selected events.
- **Leads:** Good for All Conference planning team, guest Experience staff and volunteer leaders, other key volunteer leaders as needed for major events.

SUCCESS of the Major Events and Guest Experience Coordinator is defined by...

- **Volunteer and staff development:** Major Events and Guest Experience are led by capable, trained, and aligned staff and volunteers. This person builds and equips leaders.
- **Passionate alignment:** there is excitement about the mission, values, strategy, and impact of our church.

- **Elevated participant experience:** people love and share about creative and meaningful experiences, which help them grow in their faith.
- **Maximizing resources:** Resources (personnel, facilities, budget, time) are overseen and maximized for the greatest impact to Valley Church's 1 year and 5 year goals.
- **Increased Good for All Conference participation:** Conference attendance is growing and attendees are mobilized and equipped as a result of the conference.