

**Career Opportunity  
This is not a Federal Position**

We are currently accepting applications to fill the following vacancy:

**Title of Position: Special Events Coordinator**  
**Announcement Number: SITRUST-23-NPM0906**  
**Number of Vacancies: 1**

<b>OPEN DATE:</b>	<b>September 15, 2023</b>
<b>CLOSING DATE:</b>	<b>September 29, 2023</b>
<b>SALARY RANGE:</b>	<b>IS-1001-11 (\$78,592-\$83,830)</b>
<b>POSITION TYPE:</b>	<b>Trust Fund</b>
<b>APPOINTMENT TYPE:</b>	<b>Indefinite</b>
<b>SCHEDULE:</b>	<b>Full Time</b>
<b>DUTY LOCATION:</b>	<b>Washington, DC</b>

**Position Sensitivity and risk: Non-sensitive (NS)/Low Risk**

**Open to: Smithsonian Institution Only (Internal)**

**What are Trust Fund Positions?**

Trust Fund positions are unique to the Smithsonian. They are paid for from a variety of sources, including the Smithsonian endowment, revenue from our business activities, donations, grants and contracts. Trust employees are not part of the civil service, nor does trust fund employment lead to Federal status. The salary ranges for trust positions are generally the same as for federal positions and in many cases trust and federal employees work side by side. Trust employees have their own benefit program and may include Health, Dental & Vision Insurance, Life Insurance, Transit/Commuter Benefits, Accidental Death and Dismemberment Insurance, Annual and Sick Leave, Family Friendly Leave, 403b Retirement Plan, Discounts for Smithsonian Memberships, Museum Stores and Restaurants, Credit Union, Smithsonian Early Enrichment Center (Child Care), Flexible Spending Account (Health & Dependent Care).

**Conditions of Employment**

- Pass Pre-employment Background Check and Subsequent Background Investigation
- Complete a Probationary Period
- Maintain a Bank Account for Direct Deposit/Electronic Transfer.
- The position is open to all candidates eligible to work in the United States. Proof of eligibility to work in the U.S. is not required to apply.

## **OVERVIEW**

This position is located in the National Postal Museum (NPM), Smithsonian Institution (SI). The NPM is dedicated to the preservation, study and presentation of postal history and philately. The museum uses exhibits, educational public programs and research to showcase the largest and most comprehensive collection of stamps and philatelic material in the world-including postal stationery, vehicles used to transport the mail, mailboxes, meters, cards and letters and postal materials that predate the use of stamps-and make this rich history available to scholars, philatelists, collectors and visitors from around the world. The primary purpose of the position is to plan, coordinate, and execute special events and to provide support to NPM event marketing efforts. Events frequently demand involvement with groups outside the Smithsonian, such as the U.S. Postal Service, corporations, government agencies, and private foundations and research organizations.

## **DUTIES AND RESPONSIBILITIES**

### **Special Events Management (80%)**

- A. Special Events Public Relations and Marketing
- Serves as the primary museum point of contact with such groups in regard to assigned events and conferences. Ensure events are in compliance with established SI and NPM policies and standards.
  - Establishes and maintains excellent working relationships with businesses, public relations, government relations and special events and conference planning communities for the purpose of encouraging support for the museum. These include a variety of vendors and representatives of commercial organizations, representatives of sponsoring organizations, representatives of educational institutions and museums, staff of other federal agencies, current and potential members, donors and volunteers and members of the general public.
  - Creates and implements comprehensive venue marketing strategy, including budgetary plans and quantifiable goals. Spearheads initiatives to meet objectives based on lead generation, customer advocacy and more. Identifies potential clients and employs outreach campaign targeting office buildings, companies and organizations, hotels, and political spaces in the vicinity of the museum and throughout the greater DMV region. Designs and obtains printed and digital promotional materials, including event space brochure. Secures both paid and pro bono print and digital advertisements.
  - Uploads, updates and/or claims event space listings on digital directories such as BizBash, Destination DC, Wedding Wire, the Knot, the Venue Report and more. Identifies new listing opportunities. Ensures accuracy of information (point of contact, maximum capacities, rates, etc.) and submits compelling event space description and images. Explores and applies new, creative promotional tactics such as Search Engine Optimization, direct email marketing, social media, virtual event space tour and more.
  - Builds relationships with industry experts and vendors including but not limited to: caterers, event planners, audiovisual and rental companies, florists. Establishes familiarity with Convention and Visitors' Bureau as well as Tourism Board and travel agencies. Identifies new vendors and cultivates new relationships, especially with small, local, and/or women, veteran or minority-owned businesses. Updates and manages directory of preferred vendors.
  - Attends events and expos in a variety of industries, joins event/venue LinkedIn Groups, becomes member of industry-trade organizations and associations such as SESMA (Special Event Sites Marketing Alliance) and ILEA (International Live Events Association) and maintains visible presence at association events. Hosts industry networking event(s) and/or

venue open house for industry experts to view space. Follows up with clients following the event to gauge customer satisfaction, obtain feedback and discuss re-booking opportunities. Creates sales opportunities for future events during industry events, client liaisons, and onsite events to grow referral network.

B. Special Event Planning and Implementation

- Plans, make preparations for, coordinates, and executes NPM-related events including visits by dignitaries, museum exhibition openings, dinners, reception, luncheons, ceremonies and symposia hosted by the museum director, the Office of Advancement and other senior staff. Develops all aspects of the event compatible with the image and policies of SI and NPM.
- Formulates and develops entire program for assigned events. Suggests, plans and coordinates all aspects including: invitations, programs, related printed materials, menus and catering, decor, music or other entertainment, seating arrangements, signage, transportation and scenarios for events, etc. Works with a variety of designers and printers to ensure a distinct yet appropriate look for each event. Develops invitation lists and maintains control of invitation issuance including response tracking as well as extending invitations by telephone and/or handwriting. Provides guest and identification lists to appropriate museum officials. Prepares schedules for completion of work and tracks progress. Work requires research and analysis to tailor host requirements to established budgets as well as to maintain the image of SI and NPM.
- Books events and meetings, including private corporate and non-profit receptions; fundraising galas for organizations with 501(c)(3) tax-exempt status; and personal social events such as wedding receptions, memorials, anniversary celebrations and birthday parties. Maintains and communicates a current schedule of rentals to determine availability of facilities for bookings and ensures there are no conflicting events or dates. Coordinates event details and logistics with client and outside vendors, communicates venue restrictions and financial obligations to clients and vendors as applicable, provides exemplary customer service. Prepares and disseminates floor plans, event memoranda, and other materials as needed. Secures proper security and custodial support according to guest count; coordinates additional safety measures such as Burn Permit and K9 unit as needed.
- Recruits and trains events' staff and volunteers; briefs staff hosts and other officials. Arranges meeting times and locations for activities at NPM or other facilities and prepares all forms to secure these spaces. Conducts walk-throughs and meetings with host or host representatives, building manager, caterers, and vendors and/or support staff as required. Monitors and evaluates contractor performance. Provides guidance and instructions to contractor and services personnel.
- Provides docents and/or introductory remarks by museum representative(s) as requested by client. Ensures that special events program does not compromise the visitor experience, as well as the integrity of objects, exhibitions, and the historic building. Keeps abreast of the latest event management tools and trends and apply them to foundation operations, as needed. Monitors and responds quickly to client inquiries, communications, feedback and complaints.
- Attends events/functions and troubleshoots to see that all requirements are carried out and oversees the set-up, clean up and actual activity taking place during each event/function, and acts in the supervisor's absence at events and conferences as required.

C. Financial Management of Special Events

- Prepares budgets for events. Coordinates the bidding for elements of event and conference support according to the requirements of the Smithsonian Institution's policies. Secures contracts with vendors involved according to Smithsonian policies. Monitors budgets of events and provides updates and recommendations to supervisor when necessary. Verifies event-related bills and coordinates payment of invoices with co-sponsoring office. Prepares final budget for each event/conference. Works closely with the museum's Office of Advancement to ensure that donor relations activities are properly executed. Facilitates event billing transactions with Finance Department and ensures accuracy of invoices and timely payment completion.

D. Post-Special Event Documentation

- Prepares follow-up correspondence as appropriate. Maintains records of all past and current events. Prepares fact sheets and maintains historical and statistical data on each event/conference for use in museum analysis. Conducts evaluation of assigned events and conferences to determine effectiveness of implementation and possible methods of improvement. Prepares fact sheets and maintains historical and statistical data on each event/conference for future use.

**NPM Market Research Support (20%)**

- Contributes to NPM event marketing efforts by conducting internal and external market research, assisting with scheduling, logistics and questionnaires for market research initiatives and aggregating and analyzing online, printed and verbal content and conveying it in specified written, visual and oral formats as specified.

The incumbent performs other duties as assigned.

**QUALIFICATION REQUIREMENTS**

- Knowledge of special events, public relations and marketing, gained through experience.
- Knowledge of special event planning and implementation, gained through experience.
- Knowledge of financial management of special events, gained through experience.
- Knowledge of post-special event analysis and documentation, gained through experience.
- Ability to communicate orally to interact diplomatically and effectively with internal and external event stakeholders, to successfully promote, prepare and implement special events, gained through experience.
- Ability to communicate in writing to design printed and digital promotional materials, including event space brochures, and to prepare input for market research projects, gained through experience.
- Knowledge to perform market research activities for a museum, gained through experience.

Applicants, who wish to qualify based on education completed outside the United States, must be deemed equivalent to higher education programs of U.S. Institutions by an organization that specializes in the interpretation of foreign educational credentials. This documentation is the responsibility of the applicant and should be included as part of your application package.

Any false statement in your application may result in your application being rejected and may also result in termination after employment begins.

The Smithsonian Institution values and seeks a diverse workforce. Join us in "Inspiring Generations through Knowledge and Discovery."

How To Apply:

<b>Please forward a resume, and cover letter to:</b>	<b>Marshall F. Emery</b> <b><u>EmeryM@si.edu</u></b> Please include the position title in the subject line.
Applications received on or before <b>Friday, September 29, 2023, at 5:00PM (EST)</b> will be considered. Resumes should include a description of your paid and non-paid work experience that is related to this job; starting and ending dates of job (month and year); and average number of hours worked per week.	
What To Expect Next: Once the vacancy announcement closes, a review of your resume will be made compared to the qualifications and experience as it applies to this job. After a review of applicant resume is complete, qualified candidates' résumés will be referred to the hiring manager.	

Relocation expenses are not paid.

The Smithsonian Institution provides reasonable accommodation to applicants with disabilities where appropriate. Applicants requiring reasonable accommodation should contact the point-of-contact listed in the "How To Apply" section above. Determinations on requests for reasonable accommodation will be made on a case-by-case basis. To learn more, please review the Smithsonian's [Accommodation Procedures](#).

The Smithsonian Institution is an **Equal Opportunity Employer**. We believe that a workforce comprising a variety of educational, cultural, and experiential backgrounds support and enhance our daily work life and contribute to the richness of our exhibitions and programs. See Smithsonian EEO program information: [www.si.edu/oeema](http://www.si.edu/oeema).

## **YOUR PRIVACY IS PROTECTED**

### **Trust Applicants Demographic Form**

Thank you for your interest in the Smithsonian Institution and this Trust Hiring position. The Smithsonian is requesting your response to this optional equal opportunity survey. The information is used to determine if our equal opportunity efforts are reaching all segments of the population that is consistent with Federal equal employment opportunity laws. Your responses will not be shown to the panel rating the applications, to the selecting/hiring official, or anyone else who can affect your application in the hiring process. This form will not be shared with the hiring official or placed in your official personnel file should you be hired.

The aggregate information collected will be kept private to the extent permitted by law. No personally identifiable information will be requested on the form and the information collected will not be attributable to you.

Please complete the optional Trust Applicants Demographic Form at:  
[https://www.si.edu/ohr/jobs\\_public/trust-eeo/jr/sitrust-23-npm0906](https://www.si.edu/ohr/jobs_public/trust-eeo/jr/sitrust-23-npm0906)