



## **JOB DESCRIPTION**

**TITLE:** Event Coordinator

**REPORTS TO:** Board Director/Events & Awards

**SUMMARY:** Responsible for all facets of an event where ASA is in attendance. The Coordinator will identify an event leader to be the on-site person.

### **DUTIES AND RESPONSIBILITIES:**

- **Research and identify events where the ASA can make an impact, e.g., off-road shows, swap meets, and sand drags. Works closely with State Membership Directors, Regional Coordinators and Area Representatives to identify off-road shops, manufacturers and other related businesses that would be willing to host ASA informational meetings.**
- **Identify less-formal gatherings such as potluck dinners, recreational outings and camp-outs.**
- **Coordinate with other ASA chairs for required resources for a particular event and ensure that there are no conflicts with dates to prevent required resources from being available.**
- **Determine staffing requirements for each event. Should the Event Coordinator not be available for a particular event, he or she must determine whether another volunteer can handle the requirements. If no volunteers are available, the Event Coordinator has the authority to make the decision to not participate in the event.**
- **Write a brief synopsis for each recommended event including expected results and associated costs and submit to the Board of Directors for approval. Subsequent to Board approval, coordinate with other committee chairs for staffing, merchandise, publicity, speakers and agenda, if it for an Informational Meeting. Serves as point of contact for event sponsors and promoters.**

- **Solicit reports from other committee chairs after the event for insights relative event attendance, new members, donations and merchandise sold and other insights into how to make the next event more successful. A consolidated report of all findings will be submitted to the BOD along with a recommendation as to whether the ASA should participate in future years.**
- **Submit event dates to the website calendar.**

#### **VOLUNTEERS:**

- **The Event Coordinator may also assign a permanent volunteer for specific events. This will ensure that that the EC knows that there is a qualified, experience volunteer member who has an interest in organizing the ASA portion of the event each year.**
- **Events generally require the assistance of many volunteers, ranging from staffing the ASA booth to assisting with membership applications.**