



**National Alliance
for Care at Home**

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PROFESSIONAL SEARCH ANNOUNCEMENT

Organization: National Alliance for Care at Home
Position: Manager/Senior Manager, Education and Events
Reports to: Vice President, Education and Events
Salary: Starting salary is \$95,000, and will be commensurate with experience and qualifications.

SUMMARY

Reporting to the Vice President, Education and Events, the Manager/Sr. Manager, Education and Events is responsible for planning, coordinating, and managing logistics for the National Alliance for Care at Home (the Alliance) events. These events include conferences, convenings, galas, and committee/council meetings – all designed to be member-facing and tailored to meet the needs and interests of the Alliance’s diverse membership base.

This role involves delivering high-quality, engaging, and impactful events that align with the association’s mission and objectives while enhancing member engagement. Additionally, the Manager/Sr. Manager will be managing external vendors and contractors ensuring all aspects of event planning are executed seamlessly.

The ideal candidate will possess strong analytical and solution-oriented thinking, exceptional budgetary management skills, and the ability to lead cross-departmental teams. They will also demonstrate strategic and creative thinking paired with outstanding organizational abilities, to successfully execute a wide range of events, both virtual and in-person.

SUPERVISORY RESPONSIBILITIES

This position involves supervising event-related vendors and manages cross departmentally through many channels including, but not limited to, the Conference and Events Planning team and internal workgroups.

This position may occasionally supervise interns, new hires, and temporary employees. Staff supervisory responsibilities may evolve and develop.

The Manager/Sr. Manager will provide guidance and recommends appropriate staff structures and cross training opportunities to ensure team effectiveness. This position manages external vendor partners (including, but not limited to, audio visual services, virtual meeting services, entertainment, security, insurance, emergency services, transportation, photography/videography, freight, hotel, ground transportation companies, restaurants, etc.).

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GENERAL

- Works cross-departmentally to conceptualize, plan and execute activities and/or manage the contributions of other departments to the successful organization of meetings.
- Maintains the “Partnering on Meetings” guide for staff planning and member events that pop-up throughout the year.
- Leads the Advocacy/Fly-In event for the policy/advocacy team and gala logistics for the Foundation while maintaining ultimate collaboration with the core affiliate team.
- Provides strategic expertise and consults with internal staff, external stakeholders, and members to determine event goals, objectives, budget, and desired outcomes.
- Builds and maintains strong internal and member relationships.
- Identifies and creatively assesses national association meeting trends.
- Strategizes new and innovative ways to deliver events, meetings, and education to increase engagement.
- Evaluates processes for quality improvement participates in event debriefs.
- Leverages conference and event planning team as the center for excellence, ensuring information, event resources (including templates and best practice guidelines) are used.
- Creatively collaborates to distribute and validate learning in multiple channels as needed.
- Active member in professional education committees and able to act on all feedback and guidance as given by the committees.
- Serves as back-up support to live educational events as needed such as webinars and online learning course facilitation.

EVENT/MEETING MANAGEMENT (BOTH IN-PERSON AND VIRTUAL)

- Identifies and understands event audience, objectives, and outcomes.
- Monitors registration numbers and adjusts logistical needs as needed.
- Collaborates with the Mar/Comms team and education team to develop and execute marketing and communication plans for event programs, ensuring engagement with audiences before, during, and after events.
- Partners with Mar/Comms to develop conference visuals, imagery, materials, and signage with graphic designers, marketing team, and printing partners.
- Co-creates staff conference orientation and training.
- Collaborates on meeting/conference communication, providing timely and accurate reporting of meeting outlines, agendas and project updates to internal and external stakeholders.
- Works with Education team on adhering to all Continuing Education and Continuing Medical Education (CE/CME) requirements (e.g. logoed materials in accreditation education and/or promotional materials).
- Consistently monitors budget and delivers budgeted revenue goals through historical and forward-looking research.
- Collaborates with Mar/Comms and Vice President, Education and Events on scripts and run of shows for event production.



EVENT/MEETING MANAGEMENT (IN-PERSON ONLY)

- Performs all tasks associated with event logistics, including agendas, co-located meetings/events, room assignments, food and beverage, room sets, audio visual needs, off-site meeting/dinners, etc.
- Manages vendor relationships (hiring, negotiating, contracting, and executing), as applicable including convention and visitors' bureaus, destination management companies, audio visual services, entertainment, security, insurance, emergency services, transportation, photography, freight, hotel, ground transportation companies, restaurants, etc.
- Collaborates with the Vice President, Education and Events to schedule, train, and supervise on-site meeting/conference staff.
- Manages the conference shipment to and from the venue.
- Schedules and leads on-site pre-conference hotel/venue meetings, as needed.
- Serves as primary on-site logistics point of contact for hotel, vendors, staff, including food and beverage, room sets, audio visual needs, off-site meeting/dinners, signage, pack-in/pack-out, etc.
- Coordinates with accounting to detail and finalize all final invoices from the hotels and various vendors.
- Assists in the creation and review of conference mobile app.
- Closely collaborates with Business Strategy team to align priorities and expectations of events for partners, supporters, and exhibitors pre-event and on-site.
- Partners with the vendor(s), to:
 - Build registration portal
 - Support the CME portal
 - manage the Request for Proposals (RFP) process for all events.
 - Negotiates venue contracts mitigating risk and reducing costs where possible and assigns contracts internally for review as needed.
 - Conducts venue site visits and makes formal recommendations of site selection process. Manage and monitor the central housing process, including securing reservations, room block reporting and reconciliation, and related tasks.
 - Monitors housing and registration numbers together and adjusts logistics as needed.
 - Develop meeting specifications including creation of banquet event orders (BEOs) for accuracy and ensures catering requirements are implemented and within budget.

Competencies To perform the job successfully, an individual should demonstrate the following competencies:

- Ability to thrive in a collaborative, team-oriented environment to execute successful events.
- Extensive knowledge of virtual and in-person conference planning and special events planning.
- Extensive knowledge maintaining, collaborating, and training with Teams, SharePoint and shared documents and resources.
- Highly proficient leading and/or facilitator zoom or team meetings and webinars.
- Ability to utilize information technology to maximize efficiencies and collaboration.
- Ability to establish and maintain excellent customer service relationships with other conference managers, meeting planners, travel industry representatives, vendors, coworkers, volunteers (board and committees/councils), meeting participants and faculty/presenters.
- Detail-oriented with a demonstrated ability to work on several projects simultaneously.
- Excellent communication skills (verbal and written composition).
- Excellent budget management.
- Demonstrates ability to work on, organize and prioritize various tasks simultaneously with other team members while meeting deadlines.
- Takes initiative to own, manage and lead projects/tasks to achieve results; with little direction and minimal supervision.
- Ability to exhibit initiative, imagination, and creative problem solving in coping with a variety of situations.
- Fosters a collaborative work spirit across the team and organization.
- Demonstrated ability to apply innovative and resourceful solutions to solve complex challenges.
- Ability to remain flexible, agile, and resourceful within a fast paced, dynamic environment.
- Helps to create a welcoming, inclusive environment that fosters diversity by encouraging contributions from all individuals.



Qualifications:

- To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

- Bachelor's degree is required, along with at least 5-10 years of related experience, preferably in a non-profit, association or industry partner.

Certificates, Licenses, Registrations

- CMP or PMP certification required or aspiring to obtain.

Computer Skills

- To perform this job successfully, an individual should have an advanced ability to utilize all information technology to maximum efficiencies and collaboration, including (but not limited to) Microsoft Office suite (including Forms, SharePoint, Teams and Planner), Adobe, Zoom (including video recording and editing), Association Management Systems (Impexium preferred), Conference Management Systems and Mobile App Systems (including abstract management, faculty management, conference website development, mobile apps; Maritz and A2Z Personify preferred).

Other Requirements

- Ability to work extended hours during peak times; ability to travel by air and for extended periods. Travel is estimated at 10% of overall work time. Ability to work in a hybrid work environment.

Physical Demands

- The physical demands 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. While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee is frequently required to stand and walk. The employee is frequently required to use hands to manipulate, handle, or feel and to reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Work Environment

- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- The noise level in the work environment is usually moderate.

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