



Event Admin Position for Fresh Events

Fresh Events, a small boutique event planning company located in the Denver area is currently seeking administrative assistance in event planning, company promotion and administrative support. They will primarily support the day-to-day activities related to the planning and execution of our current events, assistance in PR/marketing and basic office duties. This is an excellent opportunity for an individual interested in learning about two key aspects of event planning – *NPO event planning and owning your own business side.*

I am looking for someone with the following strengths:

- A great work ethic
- Confident and outgoing
- Superb organizational/project management skills
- Strong organization and time management skills
- Excellent written & verbal communication skills
- Strong multi-tasking abilities
- High attention to detail

Internship Overview:

- Able to work up to 10+ hours a week - flexible schedule.
- Ability to work mostly from home from your own computer but able to meet in person twice a month.
- Having own car a bonus!
- Willing to commit to stay in this role through the end of the year, if possible, and possibly beyond.
- **Will pay \$10 - \$15 per hour based on experience**, will provide additional compensation through educational opportunities, industry networking and workshops.
- Education - Any other areas of event planning you would like to learn about - I have over 15 years of event planning experience and I am willing to teach you anything I know.

You will learn:

- Event Planning/project management
- Fundraising
- Theme and creative development
- Event vendor research and coordination
- Coordination and management site selection
- Budget creation and management
- Contract negotiations, on-site coordination and volunteer coordination

It would be great if you also had the following:

- Experience in online research and in professional phone work
- Fundraising - asking for donations
- Experience in social network marketing (using Facebook, Twitter, LinkedIn, blogging, etc.)
- Public Relations experience - media contact, PR writing and strategic positioning
- Website development - web marketing, SEO and e-newsletters
- Graphic design

Company Overview:

At Fresh Events we helps companies and nonprofits make sure the time and money they invest in an event brings lasting results. We provide a fresh perspective to corporate events, galas, fundraisers, golf tournaments, award ceremonies, conferences, grand openings and more. Let Fresh Events deliver your next function on time, within budget and hassle free. Every detail will be meticulously scrutinized and executed to perfection.

Company Website: www.getfreshevents.com

I need assistance with:

Client Side

- Event - Registration, event management (set up, day of coordination and clean up), event invitations (personalizing, labeling and stuffing), attend client meetings, help brainstorm event ideas and themes, create event graphics and collateral, volunteer management (identify positions, write job descriptions, manage day of)
- Public Relations - Create PR plans for every event, write press releases, send out to local media, create a media list specific to each event, researching local newsletters, posting to community calendars,
- Social Media - creating blog posts, Facebook posts, tweeting, come up with social media ideas,
- Street Team/Guerilla Marketing - Research events to promote at, hang posters, pass out post cards, attend other events to promote at, man booth, come up with unique ways to promote event i.e. guerilla tactics
- Administrative Duties - filing, calls, emails, errands, taking of meeting minutes and distributing, attend meetings, database maintenance (volunteers, donors, attendees, vendors, sponsors, auction items etc...), creating PowerPoint's, other activities as needed
- Help with Fundraising - researching auction item ideas, procurement of items, picking up of items; enter items into database and sending out thank you letter. Selling of program ads (researching companies, sending out ad info and following up), Sponsorship development (research local companies on giving history and sponsorship potential)

Event Planning Business

- Networking - Attend networking and social events as a Fresh Events representative (South Metro Chamber, ISES and American Marketing Association in addition to other local events)
- Company promotions - help brainstorm ways to promote business, man booth at events, pass out company material, helping promote and support business growth, finding consulting, training and speaking opportunities.
- Internet - Social media, monthly e-newsletter, opt-in, build email database, blogging, SEO, Facebook posts and tweets
- Marketing - promote business, networking, speaking opportunities, networking opportunities
- PR - Editorial calendars, develop media list, press releases and find media opportunities
- Writing -white papers, reports, press releases
- Contact management - organized into categories like caterers, event planners, clients,

Please send your resume or questions to Alison Oyler-Mitsch at alison@getfreshevents.com or 720-849-3923