



Event Designer and Account Manager

Job summary:

The Event Designer and Account Manager is responsible for client contact in all areas of sales including procurement and follow-through. This includes managing the overall account of each specific Shumaker job assigned from the first client call to project completion, with an emphasis on client relationship and profitability. The Event Designer and Account Manager ensures the brand is fulfilled and Shumaker's reputation for excellence is maintained while building future relationships.

Duties and Responsibilities:

Turn sales inquiries into confirmed sales:

- Respond to all inquiries assigned by the Marketing Content Manager within the agreed upon timeframe and ensure all processes for quote development are followed as per Company policy.
- Communicate effectively with clients to identify needs and evaluate alternative business solutions.
- Demonstrate the value Shumaker adds to an event and sell Shumaker as a partner and as the premier mid-Atlantic event production company by providing clients with information, advice, new ideas and other suggestions regarding all aspects of event production.
- Cultivate relationships with potential clients through email and phone contact until a personal interaction and/or official proposal is tendered.
- Collaborate with Project Managers ("PMs") to determine what the job requires while building the quote.

Adhere to the quoting process:

- When confirming a quote, ensure the requisite sign-offs and deposits are received prior to confirmation.
- Prepare quotes in a way that meets both clients' and Shumaker's needs.
- Send quotes within the time frame determined by Company policy.
- Prepare pro-forma profit and loss statements during the quoting process to ensure continued profitability. Obtain the Marketing Content Manager's or the President's sign-off, per Company policy, if expected margins are below target.
- Source and obtain quotes for any items or services purchased or rented from outside vendors for a job, or work with the Project Manager to obtain this information. Prepare PPOs, RPOs and SPOs during the quoting process.
- Cancel jobs in Flex in a timely manner.
- Ensure payment is received in advance of an event as per Company policy.
- Make certain that items or services provided by Shumaker PDT but not on the original quote are billed to the client. Work with the Project Managers in carrying this process out.
- Mark jobs in Flex as ready to invoice in a timely manner.

Set and manage client expectations:

- Manage day-to-day client interactions with timely responses and complete follow through.
- Work with clients and Shumaker staff including PMs to finalize event design plans and logistics and to make changes as necessary.
- Effectively communicate relevant project information to PMs and staff via regular staff meetings.
- Apprise clients of significant issues as they arise.
- Continually seek opportunities to increase customer satisfaction and deepen client relationships.
- Facilitate needed meetings between the Shumaker team and the client.
- Participate in the setup and strike of events as necessary.
- Oversee the coordination of vendors and partners in events ensuring PPOs, RPOs and SPOs have been created and sent to vendors and that they are fulfilled coordinating and communicating with the warehouse through the process. Work with the PM as necessary to ensure completion.
- Relay requirements for items to be constructed by Technicians to the Lead Technician (or Operations Manager if the Lead Technician position is unfilled), who will then assign the construction to Technicians. Follow up periodically to ensure the build is done to specification and in a timely manner.
- Follow-up with clients after events to ensure the client is satisfied.

Assist in developing new business and retain existing clients:

- Assist the Marketing Content Manager in building new business by providing ideas and soliciting new business as requested.
- Develop lasting relationships with client personnel that foster client ties.
- Build a knowledge base of each client's business, organization and objectives.
- Identify new professional contacts, events venues and event sources that have potential to have a positive effect on the growth of Shumaker.
- Network by attending business functions or through joining business organizations.
- Meet with potential clients to present and sell the services and capabilities of Shumaker.
- Cultivate relationships with people in the industry who can help turn business toward Shumaker.

Provide Event Design Expertise:

- Create a visual and cohesive look or brand for an event.
- Keep informed of industry trends staying on top of trends, colors and styles to ensure Shumaker offers trend forward creative advice.

Other

- Prepare sales reports as requested.
- Resolve and/or escalate issues in a timely fashion.
- Regularly attend required meetings.
- Assume other activities and responsibilities from time to time as directed by the Marketing Content Manager or President.

Education and Experience:

- 2+ years of sales and event design.
- Sound administrative skills, well-developed people skills.

Personal Characteristics:

- Exceptional communication skills (both oral and written) to all levels of the Company as well as to clients and vendors.
- Well-developed interpersonal skills; gets along with diverse personalities; tactful and mature.
- Strong time management skills.
- Able to self-prioritize workload.
- Has a can-do attitude and understands the need to provide quality work in a timely manner.
- Has a keen eye for design and style with an attention to detail.
- Flexible, team oriented personality.
- Self-motivated.
- Understands how to communicate difficult/sensitive information tactfully.

This is a 40 plus hour a week non-exempt position.

Reports to the Marketing Content Manager.

Qualification Standards

Education/ Training:	High School education or GED preferred, but not required.
Experience:	2+ years sales and event design preferred, with an aptitude to negotiate and close sales deals.
Knowledge/Skills:	Computer skills: word processing, email and spreadsheet. Ability to read financial reports.
Attendance:	Regular, predictable attendance.
Other:	Demonstrated ability to work well with people and to be able to design according to the clients needs. Must be 18 years of age or older.

Position Requirements

Essential Functions / Tasks:	Requirements:
Physical:	
Vision	Ability to see color and texture.
Hearing	Hearing required to hear equipment & co-workers.
Sense of Smell	Not Applicable.
Gripping	Pick up boxes, cans, other products, tools and equipment.
Lifting	Up to 65 pounds occasionally.
Stooping	Rarely stoop and maneuver to pick up boxes from shelving and carts.
Squatting	Rarely squat and maneuver to pick up boxes from shelving and carts.
Push/Pull	Rarely pushing/pulling carts/racks weighing up to 500 pounds unassisted.
Kneeling	Rarely kneeling.
Climbing	Rarely climbing.
Bending	Rarely bending.
Reaching	Occasional reaching overhead, front, side and back.
Equipment Operation	Ability to safely operate department equipment.
Carry Objects	Rarely ability to carry objects weighing up to 65 pounds.
Sitting	Ability to sit for prolonged periods of time with clients or in front of a computer.
Walking	Short distances to bring items from miscellaneous areas.
Standing	Prolonged standing if onsite for a client or projects.
Work environment	Ability to work in a climate controlled environment.
Climate	Ability to work in a climate controlled environment.
Mental & Psychological Demands:	
Comprehension	Understands and retains directions.
Reading/Writing	Advanced reading/ writing skills.
Speaking	Communicate effectively with co-workers.
Decision Making	Use advanced problem-solving techniques.
Attention to Task/Detail:	
Critical Thinking Skills	Organize tasks and set priorities.
Multi-Tasking	Perform and /or direct multiple tasks simultaneously.
Interaction with Others:	
Service	Exceptional ability to serve co-workers and clients reflecting Shumaker's mission and vision.
Co-workers	Work cooperatively and collaboratively with co-workers.