



Job Title:	Event Coordinator	Job Category:	Schram Enterprises
Department/Group:		Job Code/ Req#:	
Location:	Schram Vineyards and Schram Haus	Travel Required:	Between locations
Level/Salary Range:	Mid	Position Type:	Full-Time, Salaried or hourly
Hiring Coordinator:	Ashley Schram	Job Offer Date:	

Job Description

ROLE DESCRIPTION

The Event Coordinator is an important role for Schram Enterprises as both private events and public events are an integral part of our overall business and branding. In-house, self-hosted events drive revenue and traffic to our businesses. The Event Coordinator will oversee the process and support events at 2 of our 3 locations, Schram Vineyards and Schram Haus. This role will oversee the holistic process and structure of private events held at each location and ensure each inquiry and customer receives the same level of communication, pricing and brand voice from Schram Enterprises. The Event Coordinator will work with the owners, Marketing Team, Tasting and Tap Room Managers, catering, Club Manager and event staff on our larger hosted events at each location and will execute the structures. Additional duties per location may vary. This could include involvement in booking music, special events, “national” days, on-going events, partner and vendor events, and more. The Event Coordinator will work on a schedule that may include weekday business hours and some evening and weekend time based on events scheduled. The Coordinator will also collaborate with the events team at AxeBridge Wine Co on certain events, contacts, and act as back-up to them as needed.

RESPONSIBILITIES

- Manage event inquiry process for Schram Vineyards and Schram Haus Brewery
- Intake all private event inquiries and bookings
- Coordinate contracts and invoicing for private event bookings
- Write briefs for all events and organize tasks for successful execution
- Ensure execution of private, corporate, celebrations, weddings, and public events - annual big events like Oktoberfest and Bonfire, and on-going events such as league play
- Ensure details in place for day of event and support leading up to event
- Work with catering to ensure menu options and food for private events are planned and coordinated
- Work closely with owners and Marketing Team on event details and creative ideas that will help drive traffic and increase sales at locations
- Be on-site for event prep and start of event for most private events or ensure there is an event lead prepared for each event. Event Coordinator should also be present and on-site for our large annual events.
- Manage calendars to ensure event details are captured and ensure successful execution
- Ensure client private event communications are being responded to in a timely manner including emails, phone calls, contracts, invoicing, etc.
- Coordinate with Tasting and Tap Room Managers to ensure adequate staffing for execution of events
- Coordinate with Operations Team with any on-site setup needs for large events
- Call on vendors for quotes/scheduling of services for events as needed - organize information on our internal drive



- Work closely with Marketing Team on event booking goals and how to increase, including promotional activities
- Innovative suggestions to enhance the event’s success and provide feedback
- Hold post-event recaps and record all notes in Google Drive for future event information and growth
- Source and negotiate with vendors and suppliers
- Special projects may be assigned based on skill set and experience that may or may not be associated with events.

QUALIFICATIONS AND EDUCATION REQUIREMENTS

- BSc/BA in PR, marketing, hospitality management or related experience is preferred

REQUIRED SKILLS

- Outstanding communication skills - both an articulate speaker with customers and strong written skills
- Detail oriented
- Strong organizational skills with ability to show use of efficiency in online management tools and calendars.
- Sales oriented with negotiation abilities
- Proven experience in event services and management or similar field
- Ability to multitask and juggle busy calendars
- Ability to take direction and ask questions
- Understanding of budgets and costs vs. revenues
- Computer savvy; proficient in MS Office, Google Drive, Asana, Google Calendars, etc.
- Excellent organizational skills - calendar planning, note-taking, follow-up, check-lists, and email organization
- A knack for problem-solving
- Customer-service oriented
- A team player with leadership skills and an upbeat attitude

Applicant Signature:	Name	Date:	Date
Coordinator Signature:	Name	Date:	Date
Last Updated By:	Name	Date/Time:	Date/Time