



## ParentMap is hiring an Events Manager!

ParentMap is a Northwest media company providing highly relevant, well-researched and entertaining content to parents through various integrated publishing channels: our award-winning news magazine; [ParentMap.com](#), the Puget Sound area's leading website for parents and caregivers; and our annual series of lectures and community events.

ParentMap is looking for a stellar **Events Manager** to orchestrate profitable events that promote the ParentMap brand and create a valuable experience for ParentMap clients, readers and the parenting community in the Pacific Northwest. This role is responsible for the strategy, creation, production, execution, budgeting, profitability, management and overall success of ParentMap events. Events include ParentMap's own events (Preschool Previews, Camp Fairs, Lectures, Every Child events and Movie Screenings) and community outreach events where ParentMap is a sponsor. The ideal candidate is an organizational and multi-tasking guru who thinks strategically and creatively around providing a resourceful and knowledgeable guest experience, increasing event participation to include parents outside of our readership and working with key community partners to increase the reach and depth of the ParentMap event experience. Additionally, this individual works closely with the Publisher and Leadership Team in driving ParentMap's mission and attaining our business goals, while ensuring we live according to our [business values](#).

**Reports to:** Publisher/CEO

**FLSA Status:** Exempt

**Job Status:** Full-time during the months of September - May with reduced hours June - August. Position start date flexible.

### Primary areas of responsibility:

- Develop and execute ParentMap's event strategy
- Brainstorm new and creative event growth strategies
- Collaborate with Publisher, Sales, Digital Marketing and Content teams to develop a robust events lineup that connects with parents, clearly

# ParentMap

represents ParentMap voice, promotes our brand and is fully integrated with our content

- Plan and execute all ParentMap events including venue and speaker selection and contract negotiation, working with Sales and Marketing teams to promote and market events, oversee pre-event coordination, event production and post- event coordination
- Create and manage event budget to maximize event profitability
- Manage small events team and/or seasonal event contractors
- Serve as a key member of ParentMap's Leadership Team
- Identify potential partnerships, negotiate contracts and oversee events with community partners

## **Qualifications:**

1. College degree in related field preferred, or equivalent experience
2. Minimum five years' experience in event production and management
3. Demonstrated ability to manage an events department, including staff, contractors and budget
4. Demonstrated experience in using Event programs and metrics to analyze and improve event performance
5. Ability to succeed in a virtual office environment along with the ability to attend meetings and events in the greater Seattle area
6. Background in marketing is a plus
7. Team player with ability to work cross-functionally across departments
8. Comfortable creating and updating spreadsheets as well as managing budgets

**Salary and benefits:** ParentMap offers a competitive salary package including paid vacation and sick leave.

**Job location:** Work-from-home position, with frequent required meetings on Mercer Island, Seattle and greater Puget Sound region. Some weekend and evening availability required to direct ParentMap events.

**To Apply:** Email a resume and cover letter to [admin@parentmap.com](mailto:admin@parentmap.com) with Events Manager in the subject line.

Candidates from all cultures and communities strongly encouraged to apply.