



Position Description | Director of Business Women's Conference and Special Projects

About the NWA Business Women's Conference

Headed into its 22nd year, the NWA BWC is the premier women's conference in the region. Known for its outstanding keynote speakers and networking opportunities, more than 1,500 of Northwest Arkansas' most accomplished women attend the conference each year to grow professionally and personally, enjoy dynamic programming, and make lasting connections with other women.

About the Position

This new role is a director level position that reports directly to the President/CEO and the VP of Operations of the Greater Bentonville Area Chamber of Commerce.

This position will be a key member of a team engaged in developing and implementing bleeding edge economic and community development tools, tactics and programs.

This job is for...

Someone who will take ownership and agency over a successful regional event and continue to evolve it's value to attendees, sponsors and other stakeholders. It's for someone who has a passion for community and business and empowerment of new and emerging leaders. This individual should be confident in the mission and willing to move it forward while building consensus whenever possible. It is for a nimble and aggressive individual with a thick skin, not afraid of the word no, and willing to remain open to new ideas.

Bentonville, Arkansas is increasingly becoming known for its world-class amenities. With 64% of our community having been born outside of Bentonville, we must progressively and proactively build opportunities to gather and grow professionally and personally in our new neighbors and coworkers. We must also bring the ever so valuable legacy leaders along, leaning on them for guidance and experience. This individual will have the ability to do both.

Strategy:

- Design a strategy that incorporates event press management as well as collateral for email, invitations, website, and mobile application communication.
- Identify research opportunities that align with the mission of NWA Business Womens Conference.
- Build and maintain relationships with sponsors, influencers, community leaders and other key stakeholders.

Planning and Process:

- Create an event budget and roadmap for key deliverables for approval by the Board and/or Leadership.
- Develop content and programming that creates a compelling guest experience.
- Source and negotiate contracts with vendors or partners. Set clear expectations, negotiate terms and conditions, manage expenses, and build strong relationships.
- Maintain invitation database and provide strategic recommendations on additions or edits.
- Coordinate regular meetings and develop collateral including agendas, executive briefings, etc.
- Provide consistent reporting.
- Leverage best practices around delegation of authority.
- Coordinate heavily with the public relationship group and implement strategic marketing plan.

Management and Execution:

- Produce events that effectively integrate programming, activations, and transportation.
- Develop partnership and sponsorship opportunities to support events and programs.
- Manage various event workstreams including content, production, communications, and invitations for NWA Business Womens Conference and other events/projects as assigned..
- Effectively communicate with Chamber leadership and/or NWA Business Womens Conference Committee by providing ongoing updates as well as post-event analysis.

Oversee events revenue/profitability/attendance

Other duties as assigned

Personal attributes that support your success:

- Unquestionable ethics and integrity. Demonstrated ability to protect privacy and maintain discretion in dealing with highly confidential information.
- Strong organizational skills that reflect the ability to perform and prioritize multiple tasks seamlessly with excellent attention to detail.
- Service approach with a highlighted sense of accountability, empathy, and humility.
- Highly resourceful team-player, solution-oriented, and comfortable operating with incomplete information.
- Effective independently and in a semi-remote environment.
- Often accessible and responsive beyond business hours.
- Very strong interpersonal skills, professional demeanor, and ability to maintain grace under pressure when adapting to a rapidly changing environment, including re-prioritization or reassignment of responsibilities.
- Intellectual agility and the ability to analyze and think critically.

Additional Helpful Experience Includes:

- Experience working in small to medium sized companies or a start-up environment.
- Demonstrated record of designing, implementing and running successful events
- Experience working with or within advocacy coalitions and collaboratives.

Basic Qualifications

- Bachelor's degree.
- 5+ years with experience in conference and event management, project management, communications or related field.
- Supervisory experience leading a cross-functional team or complex operation.
- Experience in operations management, programming experience and managing budgets.
- Experience in leadership management and a demonstrated track record of high-performance while being able to use sound judgement and reasoning to make decisions
- Experience managing volunteers, committees, boards and various stakeholders

About the Greater Bentonville Area Chamber of Commerce

Why – we exist to build a 21st century community

How – We use a perspective that includes the past and the present while keeping a gaze fixed on the future. We consider the input and attention of major economic drivers and community stakeholders. We use feedback from small businesses. We are trusted with the storylines of the community. We are the troubadour to talent.

What – we build programs, events and tools to increase the profitability of large and small businesses in the Bentonville area.

The Greater Bentonville Area Chamber of Commerce is an equal opportunity employer and is committed to building and maintaining a culturally diverse workplace. We encourage women, minorities, individuals with disabilities and veterans to apply. All qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, sex, sexual orientation, gender identity, age, status of protected veteran, among other things or status as a qualified individual with a disability.

Please direct inquiries to:

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