

Eastern Trail Alliance

Maine Lighthouse Ride – Event Coordinator (Contractor)

The Eastern Trail Alliance seeks a qualified and motivated independent contractor to be responsible for the promotion, coordination and implementation of the Maine Lighthouse Ride. The contractor is expected to streamline event logistics.

The Maine Lighthouse Ride (MLR) is the Eastern Trail Alliance's primary fundraiser designed to develop awareness and support to complete the off road sections of the Eastern Trail while enjoying cycling along Maine's scenic coast. Event date: 1st Saturday after Labor Day.

In its infancy in 2004, MLR grossed \$1,400 from 50 riders representing 3 states. Since 2007, net revenue and ridership has increased from \$10,000/187 riders representing 10 states to \$136,000/1,200 riders representing over 30 states and Canadian provinces in 2018. For the past six years, the ride has sold out (1,200 riders) several weeks before the event.

POSITION DESCRIPTION

The Event Coordinator will be responsible for all aspects of design and implementation of the MLR in conjunction with the MLR Committee, including but not limited to recruitment, coordination and supervision of volunteers, management of budget and fundraising, close monitoring of registration, coordination of public relations, and other duties as assigned.

RESPONSIBILITIES

- Manage all logistics leading up to and on the day of the MLR.
- Monitor Event Budget
- Negotiate contract of the annual host (Southern Maine Community College)
- Solicit bidding and negotiation of vendor services for event (port-a-sans, tent rental companies, food)
- Liaison with host communities for permitting, traffic control and safety aspects
- Manage event registration
- Recruit and coordinate volunteers
- Work closely with Rest Stop Coordinator
- Design (with MLR committee) rack cards, Bike Jersey, socks, maps
- Work closely with local bicycle shops to provide support on day of ride
- Provide phone/email support to all participants
- Coordinate with Webmaster to ensure accurate and timely event messaging through electronic media
- Attract media coverage through a variety of media outlets including radio stations, newspapers, magazines, websites, social media and television.
- Work closely with ETA volunteers for sponsor and MLR fundraising activities
- Prepare the informational packet of materials to provide to participants so they are prepared for the event day.
- Organize post-event volunteer party
- Provide written summary of event – reconciliation and reporting to the MLR Committee

ESSENTIAL KNOWLEDGE, SKILLS AND ABILITIES

- 2 years of successful event management experience
- Highly detail oriented, strong oral & written communication skills
- Must be able to work independently and be flexible with meeting schedules
- Significant volunteer management experience
- Able to accomplish tasks under pressure while maintaining credibility and composure.
- Comfortable with public speaking
- Proficient with MacOS, Microsoft Office Suite, Google Apps, In-Design, social media
- Knowledge of special event marketing strategies
- Personable, good sense of humor
- Able to lift 40 lbs.

THE CONTRACT PERIOD IS FROM JANUARY 2 – OCTOBER 1, 2019.

Heavier work load during the six weeks prior to the event and 1 week post event. Average hours per week approximately 25, varying from 5-8 during the winter to 16 to 40 hours/week closer to event date.

Interested? To apply:

Please submit a cover letter and a resume with 3 references addressed to info@eastertrail.org with MLR-Event Coordinator in the subject line, or via snail mail to ETA, P O Box 250, Saco, ME 04072. Applications will be accepted through November 12th, 2018. Please visit www.eastertrail.org website for more information on the ETA. The Eastern Trail Alliance is an equal opportunity employer.

Revised 10/19/2018