

## Event Specialist:

Do you have a passion for sewing and love planning events, then you have found your dream job? This position gives you the opportunity to work with our dealers to plan awesome events promoting our exclusive brand. Our company values its employees and dealers, and provides a fun and engaging environment.

The Event Specialist is responsible for planning, organizing and overseeing Company consumer events that build brand loyalty and promote product capabilities and sales.

### **Essential Responsibilities:**

- Work with a variety of internal resources to recommend, develop, plan, organize and deliver product events
- Establish and adhere to event expense budgets and develop and deliver revenue goals
- Develop event policies, procedures and contracts
- Work with sales team to establish key features and techniques to best sell products at events
- Work with subject matter experts to establish key features and check events for accuracy
- Create event content, including but not limited to videos, PowerPoints, and handouts
- Create virtual presentations that generate strong leads and sell BERNINA products
- Present events for Company dealers, consumers, and internal clients at various locations
- Represent the Company in a positive, upbeat manner
- Serve as a liaison and coordinate Event Team activities
- Travel 25% of the time

### **Required Knowledge, Skills, and Abilities:**

- Undergraduate degree, or equivalent years of work experience
- Previous teaching and/or industry experience and virtual event experience are preferred
- Ability to sew creatively and demonstrate basic sewing techniques using Company products is required
- Communication proficiency, including outstanding presentation, demonstration and sales skills
- Ability to lead project teams and manage projects
- Ability to impart knowledge of company products
- Light video editing skills to create video clips and demos
- Strong visual merchandising experience to create aesthetically pleasing projects and displays
- Basic computer skills, including the ability to navigate screens, send and receive email, and intermediate knowledge of MS-Word, Excel and PowerPoint, Publisher, and BaseCamp
- Strong team orientation
- Customer focus
- Results driven

### **Benefits:**

- Medical PPO, Dental, Vision, and Life Insurance
- Health Savings Account (HSA)
- Flexible Spending Account (FSA)
- Generous Paid Time Off (PTO)
- 10 Company paid holidays
- Flexible schedules
- Parental leave

- 401(k) with Company match
- Tuition Reimbursement
- Company discounts

Job Type: Full-time

Pay: \$50,000.00 - \$54,000.00 per year