

POSITION DESCRIPTION	
POSITION TITLE	Tradeshow & Events Coordinator
COUNTRY/OFFICE	US
GEOGRAPHIC AREA(S) SERVED (note: % of time supporting)	US (95%) and Canada (5%)
TRAVEL (% of international, regional, and/or domestic)	30-40%
REPORTS TO (List position(s) and direct or indirect reporting relationship)	Tradeshow & Events Manager
COACHES (List position(s) and direct or indirect reporting relationship)	0
INTERACTS WITH (Internal/external & frequency)	Employees at all levels within the organization, external suppliers, visitors, customers, vendors and business partners.

PURPOSE / OBJECTIVE / DELIVERABLES OF THE POSITION

Describe: why the position exists AND what the position must accomplish. Include purpose, ongoing objectives and deliverables.

The Tradeshow & Events Coordinator is a supporting member of the Events team and is responsible for assisting in all tradeshow, continuing education programs, and events. The Coordinator position works with the marketing staff to ensure successful trade show/event operations.

ESSENTIAL FUNCTIONS

List brief statements which describe only the major observable activities for which this position is accountable (the what, not the how); state the end result (output); explain the degree to which this position is accountable (e.g.: works within SOP, conducts analysis and provides recommendation, etc.); list in descending level of importance.

General:

- Responsible for managing tradeshow/events, inventory and assets including booths, literature, and all assets. Maintain supply levels and ensure upkeep/maintenance (booths, graphics/signage, product displays, samples, badges, giveaways, etc.)
- Work with Events team to coordinate logistics and deliverables for trade shows. Logistics may include: booking booth and meeting space, badge registration, managing housing, packing and sending exhibition material from warehouse and returning exhibition materials to the warehouse.
- Ability to speak effectively to vendors and clients listening to needs and presenting ideas and solutions to their requirements.
- Ensure Events calendar on company’s website.
- Check that sales binders are accurate and current with promotions, product information, and price lists.
- Travel to and support onsite execution and management of assigned tradeshow and continuing education programs including set-up and break downs.
- Track expenses and assist in complete financial reconciliation.
- Maintain show schedules, project checklist, and processes through exhibit management templates.
- Assist the Events team in preparing supplies and equipment for workshops.
- Become an expert on Tokuyama’s line of products and communicate effectively to dentists, hygienists, and dental office staff.
- Ability to communicate effectively at all levels of organization both internally and externally
- Occasionally lift up to 45 pounds.



Fully Competent Behaviors

<p>KNOW-HOW</p> <ul style="list-style-type: none">• <i>Specific knowledge - what does this job holder need to know in order to deliver on the output expectations.</i>• <i>Purpose and expected outcome of communication with others.</i>• <i>Define the nature and extent of interaction between departments?</i>	<ul style="list-style-type: none">• Knowledgeable in the location of policies and procedures of Tokuyama Dental America.• Strong interpersonal & collaboration skills.• Ability to use computer applications and tools sufficient to perform the essential functions, e.g., Excel, Office Suite, PowerPoint, and related tools knowledge of basic research, methodologies (record keeping, accuracy, observational skills)• Knowledge of teamwork and how to contribute as part of a fluid project team• Ability to interact with colleagues, business partners, community members, exercising sensitivity, tact and diplomacy with an emphasis on flexibility, customer service and professionalism.• Ability to stay focused and organized during the work day and at events.• Strong organizational skills
<p>PROBLEM-SOLVING</p> <ul style="list-style-type: none">• <i>Define the complexity of the problems typically encountered.</i>• <i>What availability of guidelines precedents, rule, policies, regulatory controls, etc. will the incumbent need to work within when problem solving.</i>• <i>To what degree is the position guided by procedural controls vs. application of individual judgment and discretion.</i>	<ul style="list-style-type: none">• Able to solve problems related to task preparation, execution and completion, including obtaining supplies, results accurately to determine if the protocols are functioning as expected• Able to follow procedures and apply trouble-shooting methods to identify answers to customers inquiries; able to read and apply operating guides for equipment, software, methods, policies, and/or procedures.• Knows when to escalate problems to more senior staff.• Applies logic, deductive reasoning and creativity in independently resolving routine problems and overcoming obstacles.• Ability to quickly solve issues is required.
<p>ACCOUNTABILITY</p> <p><i>Define decision making authority and level of accountability and the impact of decisions on results, over what time period, and over what portion of the business overall.</i></p>	<ul style="list-style-type: none">• Accountable for execution of administrative and communication processes within defined guidelines and with a high degree of accuracy.• Accountable for completion of individual actions and commitments.• Responsible for applying process and procedures in transactional activities.• The financial impact of this position is modest. Project Support activities assists in efficient and successful outcomes.• Can initiate and perform routine work assignments under minimal supervision.

EDUCATION <i>(Preferred education or equivalent knowledge required to perform the role - degrees, certifications, licenses, etc.)</i>	<ul style="list-style-type: none"> • Bachelor’s degree in Communication, Marketing, Business, or relevant field is preferred.
EXPERIENCE <i>(Experience preferred and likely necessary to demonstrate abilities and skills relevant to essential functions of the position. Define behavioral competencies to succeed in the role)</i>	<ul style="list-style-type: none"> • Proven experience as Tradeshow & Events Coordinator is preferred. • Excellent organizational and leadership abilities. Customer service and interpersonal skills are required. • Outstanding communication and people skills.

JOB EVALUATION / AUTHORIZATION			
	Evaluated by: Karen Radzinski	Date: November 2018	Non/Exempt: Exempt