



REGISTRATION & ENGAGEMENT MANAGER

The Registration & Engagement Manager plays a key functional role within an established and growing nonprofit organization dedicated to serving government and civic organizations with events, programs and services that inspire innovation for the greater good. The Registration & Engagement Manager takes the lead in creating efficient and comprehensive online registration forms, reports and communications for internal and client programs/events. In addition, this position takes a lead role in engaging with program/event participants, ensuring they have the information and customer service support they need to have a good experience.

This role also provides leadership for the organization's Participant Engagement & Success Team, which includes setting/communicating the vision and desired outcomes for participant engagement and success to all team members who contribute to this function, and supporting/mentoring them to achieve those outcomes. This professional role reports directly to the Executive Director.

The ideal team member is civic-minded, has a passion for events and life-long learning, thrives in a fast-paced environment, can effectively manage multiple priorities within tight timelines, and demonstrates excellent customer service and communication skills. This challenging and rewarding opportunity requires a mix of big picture-thinking and detailed project planning, strong interpersonal and collaborative skills as well as the ability to work independently.

ACCOUNTABILITIES

Registration Development:

- Meet with clients and/or internal Fusion staff to outline attendee registration needs
- Design and test online registration forms that meet client requirements, adhere to Fusion policies, are user-friendly and accessible, providing a seamless user experience for clients and participants.
- Develop special group registrations, discounts and invoicing, as requested
- Design and test reports for internal and external clients related to registration performance, progress toward attendance and approximate revenue goals. Create customized and recurring reports as requested.

Registration Management & Reporting:

- Manage the collection and processing of registration payments

- Communicate with and send invoices to those participants whose registrations have pending balances beyond deadlines
- Issue registration reports per agreed upon schedule or as requested
- Create data summaries and analysis to support event planning oversight and decision-making
- Lead the reconciliation of registration to financial data to support accounting staff at project close-out
- Create final reports of assigned events to include lessons learned and recommendations for continuous improvement

Engagement & Customer Service:

- Create plans for and deliver pre-event communications including save-the-dates, invitations, confirmations, pre-event information/instructions, post-event surveys and follow-up, etc.
- Assist participants and/or clients with registration questions, changes or problems
- Coordinate the use of mobile event apps by uploading content, developing/scheduling messaging and push notifications, and providing training/information and technical assistance to mobile app users

Event/On-site Support:

- Collaborate with internal event planning, sponsor/exhibitor sales and marketing roles to anticipate needs and solutions related to the on-site experience of attendees, speakers and sponsors
- Attend client program meetings to clarify client's goals, needs and expectations; align tasks and outcomes with work plans, budgets and timelines
- Proactively escalate potential client or attendee issues for timely resolution
- Provide leadership, mentorship and support to other staff and/or volunteers who contribute to this function
- Coordinate procurement of materials related to event registration and check-in
- Oversee the creation of onsite registration materials including computers, printers, self-check-in kiosks, printed name badges, attendee packets, etc.
- Plan and lead onsite registration activities for participants, including managing staff and volunteers tasked with supporting registration check-in

Internal Communications & Operations

- Monitor & respond to organization's general email accounts and phone lines
- Assist with the setup and troubleshooting of computer workstations and technical hardware/software
- Receive, log and route daily mail and deliveries
- Assists with the processing of accounts receivables, deposits and EFT/Wire receipts
- Assists with the processing of account payables, due bills and credit card purchases

QUALIFICATION AND EDUCATION

- A bachelor's degree OR a combination of post-secondary education and relevant experience to total seven years
- Minimum 3 years of experience successfully using various event management technologies for organizing, communicating and delivering event registration and digital engagement for conferences, tradeshow, expos or similar program events
- Prior website, registration or project management experience

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

- Superior written and verbal communication skills
- Ability to provide excellent responsive and proactive customer service under pressure and maintain strong relationships with internal and external clients
- Excellent analytical skills and data management
- Anticipate project needs, discern work priorities and meet deadlines with little supervision;
- Be adaptable, flexible, energetic, innovative, and extremely productive with a high degree of initiative
- Be communicative and collaborative in approach, open to new ideas and development, with the ability to work seamlessly and effectively with diverse internal and external clients and stakeholders
- Work independently as well as collaboratively within a team environment
- Strong organizational and time management skills
- Be resourceful – obtain and learn information needed to do the job from all relevant sources
- Stay calm under pressure and successfully manage multiple projects and time-sensitive demands
- Develop and implement ideas and programs — conduct or carry out procedures and activities to improve programs or products
- Proficient with MS Word, Excel, Outlook, Constant Contact or similar, event mobile apps, and the willingness and ability to learn new software applications quickly

ORGANIZATION EXPECTATIONS

- Adhere to all Fusion policies and procedures
- Maintain absolute confidentiality of all information pertaining to staff, clients, participants, stakeholders and partners
- Display a positive and professional image and attitude in all relationships with staff, clients, participants, stakeholders and partners
- Serve as an ambassador for Fusion at all times
- Demonstrate ongoing commitment to and responsibility for ongoing professional development

PHYSICAL REQUIREMENTS

- Be indoors, sitting at a desk for the majority of the day
- Travel to and from event sites (primarily local, some outstate); must have driver's license, passport and access to a car

- Must be able to pack, lift, and transport program equipment and materials to and from programs
- Must be able to set-up rooms for meetings if necessary – move some tables and chairs, set-up equipment
- Must be able to lift up to 10 pounds on a regular basis; up to 30 pounds occasionally
- Proof of up-to-date COVID-19 vaccination required

TOOLS AND EQUIPMENT USED

- Operate standard office equipment (phones, personal computer, copier, printer, etc.)
- Use personal smart phone for remote connectivity (email, phone, voicemail)

WORK ENVIRONMENT

- Remote work arrangement from employee home office where adequate internet service, workspace and furnishings are established at employee expense
- Attendance/participation as requested at co-working office space in the Twin Cities area.

I understand that this job description does not necessarily list all the functions or accountabilities of the job, and that I may be asked by management to perform additional duties and tasks. I also understand that I will be held accountable to perform these job functions to the best of my abilities, and that I will be expected to continually assess where my assistance would benefit coworkers and the organization and step in to fill those gaps. I understand that management may revise and update this job description at any time.

Employee Signature

Date