

## **Greater Boston Real Estate Board (GBREB)**

### **Senior Education and Events Coordinator**

**Dept./Division:** Commercial Divisions  
Building Owners and Managers Association (BOMA), Commercial Brokers Association (CBA), Massachusetts Apartment Association (MAA) and Real Estate Finance Association (REFA)

**Position:** **Senior Education and Events Coordinator**

**Status:** Exempt

**Reports to** EVP – Commercial Divisions, GBREB

### **Position summary**

The Senior Events and Education Coordinator is responsible for coordinating educational programs and signature events for the Greater Boston Real Estate Board's (GBREB) Commercial Divisions – primarily BOMA and MAA. Responsibilities will include overseeing the designation programs with BOMI (Institute for Property and Facility Management Education) and NAAEI, (NAA Education Institute) working with committees and the staff to help create timely educational programs for the memberships. The position will also be responsible for managing assigned events and committees with a focus on member engagement.

### **Event and Education Responsibilities**

- Manage BOMI (Institute for Property and Facility Management Education) designation program which includes developing the annual course schedule, liaising with BOMI, working with instructors, marketing programs, recruiting and managing student participation.
- Manage NAAEI (NAA's Education Institute) designation program which includes developing the annual course schedule, liaising with NAAEI on course offerings, working with instructors, marketing programs, recruiting and managing student participation.
- Managing several assigned signature events and programs geared towards member engagement
- Manage Annual Awards Program for MAA which includes a submission and judging process with members
- Manage 10-15 educational programs per year ranging from 25-100-person roundtable events to 150-200 person webinars.
- Work with committees to identify, secure and manage speakers for assigned events and education.
- Work closely with members on recruitment, engagement and retention
- Develop and manage budget for assigned events
- Coordinate sponsorship solicitation process for assigned events
- Generate attendee participation through strategic marketing

### **Additional Responsibilities:**

- Coordinate the production and distribution of marketing materials for assigned events and educational programs with the goal of increasing attendance and revenue.
- Work with graphic designer to develop materials for events to increase general awareness about events/association and visibility for the sponsors
- Work with team on all commercial division signature events, providing support as needed
- Work with team to identify needs for additional programming as a member benefit
- Manage relationships with members to engage them with committee participation
- Responsibilities as assigned

### **Qualifications**

- Bachelor's degree in business, communications, marketing or a related field
- A minimum of 2 years of experience in association management, event planning, education development, client relations, member relations, sales or marketing
- Excellent written and verbal communication skills
- Excellent interpersonal skills
- Ability to work effectively in a team environment as well as multi-task, prioritize and complete projects on time
- Strong people skills with an enthusiastic and positive attitude
- Strong analytical skills
- Ability to effectively manage budgets
- Proficiency in MS office Products including Excel, PowerPoint, and CRM software like Salesforce, IMIS
- Experience with Social Media Platforms including Twitter, LinkedIn, Instagram and Facebook
- Ability to work effectively in a remote work environment
- Experience working on video teleconferencing platforms for meetings and webinars
- Must be able to stand for long periods of time and lift boxes and event supplies of up to 40 pounds

### **About us: The Greater Boston Real Estate Board**

Representing over 12,000 members, The Greater Boston Real Estate Board (GBREB) is the oldest Real Estate Trade Association in the United States. GBREB consists of five organizations: Building Owners and Managers Association (BOMA), Commercial Brokers Association (CBA), Greater Boston Association of Realtors® (GBAR), Real Estate Finance Association (REFA), and the Massachusetts Apartment Association (MAA). GBREB is an affiliate of the National Association of REALTORS®, BOMA International and the National Apartment Association.

Through the Greater Boston Real Estate Board and the 5 divisions we provide members with advocacy, education, events, visibility, and networking opportunities to help strengthen the profession.





The Greater Boston Real Estate Board is committed to the principle of equal employment opportunity. Applicants for employment and employees are reviewed on their individual qualifications for a position. Under no circumstances will The Greater Boston Real Estate Board discriminate against qualified persons on the basis of race, color, religious creed, retaliation, national origin, ancestry, sexual orientation, gender, gender identity/expression, disability, mental illness, genetics, choice of health insurance, marital status, age, veteran status, or any other basis prohibited under applicable law.

Applicants, as well as position incumbents, who become disabled as defined under the Americans with Disabilities Act must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case-by-case basis.

To apply for the position, please send a cover letter and resume to Adrienne Maley, EVP – Commercial Divisions at [resumes@gbreb.com](mailto:resumes@gbreb.com).

