



The International Bridge, Tunnel & Turnpike Association (IBTTA)

Meeting Content Producer

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Position Overview

The International Bridge, Tunnel & Turnpike Association (IBTTA), the worldwide association for the owners and operators of toll facilities and the businesses that serve them, seeks a Meeting Content Producer (MCP) to join their Communications and Marketing team. The MCP will serve as a project manager for all in-person meetings, driving education programs and content development. The MCP reports to the Vice President, Communications, Marketing, and Media Relations.

Key Responsibilities

As project manager for all in-person meetings the MCP will:

- Identify conference themes and content session ideas by working closely with the Deputy Executive Director and member volunteers.
- Serve as project manager of content development for all in person education programs.
- Contribute to all conference marketing and collateral material.
- Identify relevant topics for IBTTA conferences, meetings and summits through in-depth market research, and develop viable conference agendas.
- Work with volunteer leaders to identify potential speakers from within the membership and other industry leaders.
- Research and recruit speakers of interest to IBTTA audiences that align with conference themes.
- Collaborate with relevant staff to create content and marketing copy for all conference program books, conference apps and promotional materials.
- Manage abstract submission process and session selection process.
- Review, monitor, and track budget, to ensure that conference stays within or exceeds budget projections.
- Travel to and support onsite activities at in-person meetings.
- Coordinate with the Virtual Events Manager to share best practices, content and process management.
- Manage multiple processes simultaneously to ensure success of all online programs.

Collaboration

The MCP works in close collaboration with the staff and members of IBTTA, and especially the Executive Director and CEO, Deputy Executive Director, Vice President, Communications, Marketing and Media Relations, the Director of Meetings and the Director of Meeting Production.

Experience and Qualifications

- 7+ years' experience developing educational content for association meetings;
- Prior experience with a trade association or nonprofit organization a plus.
- Bachelor's degree preferred.
- Transportation industry knowledge and experience desirable.
- Demonstrated project management experience. PMP certification a plus.
- Proficiency with systems and technology to include Microsoft Office, AMS, and project management software.
- Strong time management skills.
- Meticulous attention to detail.
- Strong communication skills.
- Passion for ensuring inclusive, enjoyable, and enriching educational experiences for meeting attendees.
- Ability to develop relationships with internal and external stakeholders to include vendors, contractors, members, etc. and a sensitivity to the importance of volunteer management.
- Ability to work independently, meet deadlines, and achieve outcomes under pressure.
- Superior commitment to high-quality member service.
- Analytical and problem-solving skills, including ability to develop and execute contingency plans.
- Desire to learn and grow.
- Ability to travel and work flexible hours, including occasional weekends; position requires some travel (estimated 10 percent).
- Ability to work in the Washington, DC office a big plus.

IBTTA, based in Washington, D.C., is strongly and actively committed to diversity in its workplace.

Digital Presence

Web: <https://www.ibtta.org/>

X: <https://twitter.com/ibtta>

LinkedIn: <https://www.linkedin.com/company/ibtta/>

YouTube: <https://www.youtube.com/user/IBTTA>

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