


Songbirds & Sunshine Entertainment


Events Booking Assistant

 *Start Date: Immediately*

 *Reports To: Sonia Bronder, CEO*

 *Work Style: Remote*

 *Hours: M–F, flexible schedule*

 *Primary Focus: Secure paid bookings for Songbirds & Sunshine Entertainment events and experiences at residential communities, venues, and corporate or private clients.*

Core Responsibilities

1. **Booking & Outreach**

- Research residential properties (e.g., Greystar, Bozzuto), local businesses, coworking spaces, public venues, and potential private clients in target regions
- Identify and update list of event coordinators, property managers, venue managers, or potential clients
- Send customized pitch emails or inquiry messages
- Follow up professionally with warm leads
- Schedule calls or calendar events with Sonia or team for booked consults
- Maintain Google Sheet or CRM with contacts, status (outreach, follow-up, booked), and event types
- Update weekly with new leads, notes from responses, and actions taken

2. **Proposal & Package Coordination**

- Customize and send existing event packages (e.g., Bingo Beats, Trivia Night, Paint & Pastries) to interested clients
- Adjust PDF or Canva flyers to reflect venue name, date availability, and custom notes

3. **Booking Management**

- Confirm event details (date, time, theme, number of guests, venue access)
- Log confirmed bookings and send pre-event checklist to host
- Coordinate event contracts and deposit/payment process (via Sonia)

4. **Calendar & Email Oversight**

- Review team calendar to avoid double-bookings
 - Assist Sonia in keeping weekly outreach follow-ups scheduled
 - Respond to inquiries from incoming leads (template replies + updates)
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Tools You'll Use

- Gmail / Google Workspace
- Canva (to tweak promo assets)
- Google Calendar
- Google Sheets or CRM
- Songbirds event packages (PDFs or linked folders)
- JotForm, Trello (for larger planning projects)

Weekly Structure

Monday - Review new leads and responses from last week - Draft and send 5–10 new outreach emails - Update tracking spreadsheet

Tuesday–Thursday - Follow up with warm leads - Respond to inquiries - Customize event flyers for interested venues - Schedule bookings or pitch calls

Friday - Submit a weekly update to Sonia (lead status, bookings, any questions) - Review calendar and upcoming events for final confirmations

Goals (30-Day Starter Benchmarks)

Week	Goal
Week 1	Onboard with tools, send 5 test outreach emails
Week 2	Book at least 1 event or secure 3 follow-up calls
Week 3	Maintain active list of 20+ leads, 5 warm leads
Week 4	Confirm 2–3 bookings and prep 1 flyer customization

Weekly Update Template

Send to: djsonia3000@gmail.com by Friday EOD

- **New Leads Contacted:**
 - **Warm Leads / Callbacks:**
 - **Confirmed Bookings (Date, Event, Venue):**
 - **Challenges / Questions:**
 - **Suggested Improvements or Needs:**
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