



Job Description

Job Title:	Director of Events & Programs
Reports to:	Chief Executive Officer
FLSA Status:	Exempt, Full-time (flexible schedule that includes evening and/or weekend service), Salaried, Year-round, Benefit Eligible
Last Updated:	June 23, 2021

As a Filoli team member, you will be able to connect rich history with a vibrant future through beauty, nature and shared stories. In our daily interaction with guests, we envision a time when all people honor nature, value unique experiences and appreciate beauty in everyday life. You will also actively play a part in creating a vibrant future through our 2019-2023 Strategic Plan. Embedding the core principles of Diversity & Inclusivity, Sustainability and Organizational Excellence into each pillar of the plan, we are focusing on five main pillars of our organization: People & Culture, Fundraising & Financial Strength, Infrastructure Investments, Visibility & Branding and Engagement & Education.

SUMMARY

The Director of Events & Programs is responsible for overseeing both the rental events and public events programs as well as hospitality services including bar and cafe. In line with the Strategic Plan, a significant focus of this position is building Filoli as a top venue, including sales function, and ensuring that staff and vendors are executing the highest quality experience for all guests involved. This position is expected to oversee significant internal coordination to ensure the protection and preservation of the historic property. In addition, the Director plays a leadership role in the execution of internal events, including fundraising events.

This position serves as an organizational leader to ensure Filoli provides quality guest experiences to build repeat visitation, extend experiences, create memories, exceed industry standards, and to communicate the long-term message in support of the future vision.

ESSENTIAL DUTIES AND RESPONSIBILITIES INCLUDE:

Leadership

- Independently manage the Events & Programs Department in support of the overall strategic direction of Filoli;
- Oversight for annual department planning and in creation of overall annual operating plans (as aligns with Strategic Plan);
- Significant responsibility in tracking and reporting for strategic alignment and other success measures;
- Ensure Events & Programs Department is supporting and upholding Filoli policies and procedures;
- Lead internal relationship development to ensure cross-departmental initiatives;
- Support cross-departmental sales opportunities, especially with the Development and Fundraising, Gift Shop and Catering in development of the overall corporate sales strategy;
- Primary oversight for partners and contractual relationships: designs relationship or defines work; signs contracts/MOUs; actively leads relationships; integrates internally; participates externally as needed (especially in partnerships);
- Lead Filoli Wellness Committee;
- In coordination with development, participate in the fundraising process, including direct solicitation, project proposals and reporting;

- Within Events & Programs, participate in local, regional and national conferences and conversations;
- Participate in the monthly Leadership Team meeting;

Events & Programs

- Oversee the management of rental events (private events); ensure that the events are appropriately staffed, supported and communicated;
- Supervise the coordination of internal resources for public events and event-related aspects for public event programs such as festival weekends and Summer Nights and especially, Development, Chief Executive Officer (CEO) and Board of Directors events;
- Actively engage in internal systems for requesting and tracking resources and event needs (calendar, set-up, break-down, AV, linens, etc.);
- Ensure all events have proper contracts and record keeping including any needed permits;
- Serve as the single point of contact for on-site caterer for Cafe service;
- Oversee the liquor licenses, bar management, alcohol inventory and management, and sales and ensure all licenses are current;
- Contract with preferred vendors and partners and ensure those partners are meeting outlined standards;
- Lead the sales effort for rental events, serving as an external representative of the Events & Programs Department; attend events to develop relationships and build client base;
- Develop competitive packages for rental events and create a sales kits that are available in multiple forms (on line, folders and summaries);
- Ensure all promotional materials, packages and contracts are accurate and available on-site, on the website and to be emailed or mailed to follow-up on inquires; create materials in coordination with the Marketing Department to support special sales or new initiatives;
- Assist with all levels of client correspondence:
 - Write contracts, thank you letters, and mass written communications to clients and vendors,
 - Send clients Final Event Agenda 30 days prior to event date and ensure all events related information is up to date and entered in Altru database and Master Calendar;
- Assist in entering and properly tracking all events, payments, resources and other information into the Altru database:
 - Set-up events, enter and manage revenue tracking and billing and maintain established reports to track and measure success,
 - Send clients balance payment reminders and reconcile financials at the end of the month;
- Partner with staff planning events and Finance on budgets;
- Establish goals and provide oversight of all departmental revenue and expense budgets; develop reports to track and communicate all programs' effectiveness;
- Oversee the development of annual and monthly sales goals for each area of private events and develop the clients to meet these goals. Client development may include follow-up on inquiries, sales calls and on-site or off-site meetings.
- Maintain inquiry tracking documents to develop a contact list for future sales;
- Coordinate with Marketing to develop advertising and promotion plans to meet goals for both rental and public events;
- Coordinate with Visitor Services to develop attendance goals and report attendance as needed;
- Develop Filoli policies and procedures for outside clients and vendors;
- Provide internal communications and support for the event:
 - Coordinate with appropriate staff,
 - Attend weekly appropriate internal meetings and share event details via event overview,
 - Maintain proactive communications with all staff;
- Develop event overviews (runoff show or similar) for internal distribution;
- Ensure proper permitting and paperwork is completed on behalf of Filoli;
- Directly support the staging for events to minimize impact to guests and facilities, in coordination with the maintenance department. Assist all clients with "day of" details - coordinating set-up, traffic, timeline, food service, decorations, and clean up;

Personnel and Budget

- Directly manage professional or area staff or relevant contract professionals: responsible for scheduling, training; evaluating and all coordination with Human Resources;
- In collaboration with the Chief Executive Officer, oversee all aspects of department budget planning and communication;
- Responsible for training onsite staff and volunteers about Events & Programs procedures and policies;

General

- Fulfill expectations as listed in Filoli's Expectations for Directors, Managers and Supervisors (see attached);
- Ability to provide the highest quality service to all customers in every interaction;
- Uphold all Filoli's policies, procedures, guidelines and standards;
- Maintain flexibility and perform other duties as assigned to respond to the needs of the organization;
- Attendance and punctuality are essential to work and all work-related functions.

SUPERVISORY RESPONSIBILITIES

Job titles of people who report **directly** to this position currently are the Events Coordinator (FT) and Events Representatives (FT/PT). The Director also will coordinate closely with multiple departments. Future positions could include full/part-time staff and interns.

MINIMUM QUALIFICATIONS

An individual must be able to perform each essential duty listed above and any additional responsibilities as directed as well as satisfy the educational and skill requirements listed below:

Education: Bachelor's degree, or a combination of education and experience equivalent to a 4-year degree, preferably with a focus on hospitality, sales, and/or business management.

Core Competencies:

- **EVENTS/HOSPITALITY EXPERIENCE** – Possess at least 5 years of experience in the hospitality and/or event planning field. Minimum of 3 years' experience with non-profits. Previous senior administrative experience with a proven record of sales and guest services accomplishments required. Direct experience in event planning and coordination as well as managing facility and event programs. Hands-on experience in vendor negotiation and coordination. Strong administrative skills. Ability to multitask, see many sides to complex issues, and perform at high standards with a collegial team.
- **PEOPLE, PROJECT, AND PROGRAM MANAGEMENT SKILLS** – Demonstrated experience organizing, managing, and evaluating events and programs. Effective team leadership skills. Cross-functional collaborative capacity. Ability to either take direction or work independently as the situation requires. Strong supervisory skills and proven success supporting staff development and empowerment.
- **LEADERSHIP** – Flexible, energetic, and outcomes-oriented self-starter who brings a creative approach to solving problems. Capacity to interact effectively with Filoli's many visitor-based audiences and community partners. Represent the organization at local and regional levels through public speaking, marketing material, correspondence and 'cold-calls' to potential clients.
- **CULTURAL COMPETENCIES** – Model a responsibility to self-awareness and awareness of others to recognize that individuals bring unique backgrounds, beliefs, values, and world-views. View racial and cultural differences as assets to the organization.
- **DIVERSITY, EQUITY, AND INCLUSION** – Committed to Filoli's dedication to integrate accountability across all efforts to support and sustain a racially equitable organization. Demonstrate a passion of advancing organizational DEAI objectives and influencing others to approach all work with an equity

lens. Promote processes and communication that encourage organizational cultural competence and inclusion.

- **COMMUNICATION SKILLS** – Exceptional oral and written communication skills including the demonstrated ability to research and analyze information, compose reports and correspondence, and present proven data in a clear and inspiring manner.
- **DECISIVE NATURE** – Well-honed ability to independently anticipate and analyze situations, define problems and objectives, recognize viable alternatives and formulate rapid solutions, with understanding of the inherent risks and the implications of making tough decisions.
- **COMPUTER SKILLS** – Excellent computer skills including information technology, customer management database application, ticketing and reservation systems, and familiarity with a publishing or design software. High proficiency with and strong knowledge of Microsoft Office products and Google Applications.
- **AVAILABILITY** – Maintain a flexible work schedule that includes evenings and weekends to meet the demands of executive management.

Skills and Abilities:

- Effectively and calmly work in a fast-paced, change oriented environment;
- Develop and implement strategic initiatives;
- Experience with established standards for hospitality and guest relations in a cultural non-profit environment;
- Use assessment measurements to determine effectiveness and financial strength of programming;
- Read and interpret documents such as safety rules, operation and maintenance instructions and procedural manuals.

CERTIFICATES, LICENSES, REGISTRATIONS

A valid Driver's License is required.

PHYSICAL REQUIREMENTS

The physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job include:

- Some travel (airline, car, hotels, busses, taxi, etc.) may be required,
- Regularly lift/carry up to 50 pounds,
- Stand, walk across uneven terrain, climb stairs, reach, lift, carry and bend as well as sit for long periods of time at a computer.

LIMITATIONS AND DISCLAIMER

I understand and acknowledge this job description is meant to describe the general nature and level of work to be performed and can be modified at any time by Filoli in its sole discretion. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position. Employees will be required to follow any other job-related instructions and to perform other job-related duties as directed.

Employment at Filoli is "at will". Nothing in this job description is meant to, or does, alter the "at will" status of this position. In addition to this job description, the Director of Events & Programs is also bound by the policies and procedures outlined in the Employee Handbook which will be separately provided upon hiring. Filoli complies with all Federal and State laws and is an equal opportunity employer.

By signing this job description, I acknowledge that I read and understand the responsibilities for the position of Director of Events & Programs. I am willing and capable to effectuate the duties outlined and there is nothing, to my knowledge, that would prohibit me from completing the tasks assigned.

Employee Name

Date

Employee Signature

Chief Executive Officer Signature