



Job Title: Facility Rental and Events Manager	Updated: August 2020
Department: Development	FLSA Status: Exempt
Reports to: Deputy Director of Development	Overtime: Not Eligible

The Facility Rental and Events Manager is responsible for realizing Museum facility rentals from contract to production. Duties include proactively prospecting clients, conducting appealing facility tours, timely communication with potential and signed clients, and running every logistical detail prior to, during and post event. Strong sales and persuasive interpersonal skills are key for this position. The Manager will work with the Development Department to meet annual rental sales goals.

The Facility Rental and Events Manager also is responsible for running internal Museum events hosted by the Development Department, overseeing every logistical detail prior to, during, and afterwards with a focus on fundraisers, donor cultivation events, membership events, and board meetings. In addition to logistical duties for these events, the Manager is responsible for budgeting and implementation of cost-saving techniques, ensuring sponsor benefit fulfillment, event promotion (in coordination with the marketing department), requests for in-kind contributions, and solicitation and stewardship of beverage sponsorships. The Manager is responsible for meeting ticket sales goals for fundraisers.

Logistical duties for both external rentals and internal events include but are not limited to planning and implementation of logistics, timeline management, day-of facilitation, vendor coordination, handling of audio-visual equipment, and overseeing on-site Museum staff (examples include custodial set-up and break down, housekeeping needs, Museum Hosts/Guards, coat check attendants, docents/gallery hosts, and any other special contracted service).

This position requires exceptional sales skills with a proven track record of successful closes; a high energy, friendly disposition; the ability to anticipate event needs; savvy problem-solving skills; admin competencies; a keen sense of organization and details; and a can-do, team-player attitude.

#### Sales:

- Hands-on, proactive, creative approach to prospecting potential rental clients
- Responsible for negotiating, implementing, and overseeing all contracts for museum facility rentals
- Build relationships through development strategies to ensure return facility rental business
- Coordinate with development staff on all relationship management and cultivation efforts; identify from site-rental clientele potential Museum members and sponsors
- Responsible for meeting or exceeding annual income projections for facility rentals, booth sales for the Sidewalk Art Show, and ticket sales for fundraising events

- Works in coordination with the marketing department for promotion of facility rentals and fundraiser - provides content for campaigns, collateral materials, assists with social media posting/updates, and updates website
- Works in coordination with the development department team to initiate sponsorships and donations for select fundraising events
- Manages the marketing of Museum facility rentals using a wide array of promotional techniques to secure new business from individual and corporate contracts
- Ensures external listings for rentals are accurate and up to date
- Networking at business events, one-on-one outreach to business clients, distribution of professionally prepared materials to potential clients, attending appropriate meetings and conferences to secure new clients, hosting open houses, offering facility tours, and preparing advertising media in coordination with the museum's marketing department
- Primary point of contact for all facility rental business at the Museum, from pre- to post-event
- Conducts friendly, knowledgeable facility tours

#### Administration:

- Primary point of contact for all facility rental business at the Museum
- Primary point of contact for logistical management of all events hosted by the Museum's development department including but not limited to: fundraisers (Tastings at the Taubman, Sidewalk Art Show, Art of Golf Tournament, and Women's Luncheon), donor cultivation events (Annual Major Donor Reception, receptions with exhibiting artists and lenders, private dinners, exhibit opening celebrations, donor meetings, and lectures), and membership events (Annual Major Donor Touch Tour, Chairman's Reception, and Member Day, coffee and conversations, and Director Receptions with Vault Tours)
- Leads and ensures smooth management of the Sidewalk Art Show organizing committee composed of external volunteers
- In coordination with the Deputy Director of Development, develops facility rental and fundraiser event budgets. Maintains budgets with expenses and income. Manages budgets cross-departmentally as required for fundraising events.
- Works with Finance Department for invoicing, purchase orders, budgeting, contract administration, Altru income/expense audits, cash flow projections
- Ensures facility rental revenue, and fundraiser beverage/in-kind sponsor commitments are fulfilled, acknowledged, and properly recorded in the database
- Provides weekly revenue tracking for facility rentals and weekly revenue tracking for ticket/booth sales/artist applications for fundraising events seasonally
- Ensures all signed rental contracts are properly filed and recoded on the shared Museum program calendar and tracking spreadsheets
- Attends and contributes to weekly internal logistics meetings with staff
- In coordination with Visitor Experience department and other internal departments, communicates event staffing needs and roles and responsibilities with external volunteers and internal event staff, schedules and leads trainings
- Manages day-of event staff and volunteers for internal events
- Leads and ensures smooth management of fundraiser sub-committees that focus on logistics/décor composed of external volunteers

- Creates post-fundraiser reports for the Development Administrative Manager and Deputy Director of Development to share with event sponsors- sharing impact / success
- Applies for ABC licenses, street closures, assembly permits, and other logistical permitting needs as required for events
- Ensures ABC compliance leading up to and day of events, coordinates alcohol orders and deliveries, maintains organization of inventory for Museum's internal events
- Works side-by-side with the Deputy Director of Development and Development Administrative Coordinator to identify opportunities for recognition/benefit packages of future and current event sponsors
- Manages calendar of coverage for cross-departmental facility rental support staff and ensures coverage team is appropriately debriefed on event needs
- Occasionally required to assist with special event set up such as chairs, linens, etc.
- Regular, expected on-site attendance
- Performs other tasks as assigned

#### Logistics:

- Coordinates cross-departmentally with:
  - Operations for event set-up, custodial, security, museum shop; and external partners Blue Ridge Catering and Morning Brew Coffee Company
  - Visitor Experience for exhibit schedule and special exhibit needs, coordination on public program overlap, floor plan/timing transitions, and guest access
- Communicates event needs/scope with Museum partners including but not limited to: Blue Ridge Catering and Morning Brew Coffee Company
- Coordinates with external vendors including but not limited to: florists, photographers, performers, sound and light technicians, and event planners
- Ensures that all vendors, Museum staff, and volunteers comply with the terms of executed contracts and with all rules and regulations guiding the use of Museum spaces
- In coordination with the Development Department team members, produces internal event production schedules, floorplans, and sources event supplies
- Works directly with clients to coordinate the floorplan design and timeline of external rentals and internal Museum events to ensure best guest flow, efficient internal communication, and that all rules and regulations for security and collection protection are properly followed
- In coordination with the Human Resources Manager, coordinates room set-up and food and beverage order for Annual Staff Appreciation Luncheon; and coordinates with Assistant to the Executive Director for quarterly Museum Board of Trustee meetings
- Serves as manager-on-duty when on-site for facility rentals
- Ensures all museum staff working events adhere to their event service responsibilities.
- Responsible for managing AV and lighting of facility rentals and fundraising events
- Administers complimentary rentals that are a component of sponsorship packages

#### Knowledge, Skills and Abilities:

- Ability to work well under pressure and multi-task in a fast paced, intense environment
- Very strong communication, organizational, interpersonal and public speaking skills

- Must be poised, personable, and maintain a professional appearance
- Possess excellent diplomatic skills and a positive attitude
- Requires excellent attention to detail, experience in event planning and ability to work cross-functionally
- Must be able to meet deadlines, problem solve and communicate concisely for internal/external relations
- Produce content for print, website and social media in a clear and concise manner
- Understand basic research methodologies
- Ability to work effectively with clients, staff, volunteers, donors, and the public
- Must be a self-starter and enthusiastic with the ability to motivate and lead others

#### Training, Education and Experience:

- Must possess a Bachelor's degree and at least 2 years' experience in event planning
- Must have strong sales experience and proven customer service results
- Must have experience with contract administration
- Must have experience working with catering services and external vendors
- Must be proficient in MS Office and experience with databases
- Must understand audio/visual equipment

#### Special Requirements:

- Must possess a valid Virginia State driver's license and hold a clear driving record

#### Physical Demands and Work Environment:

- Must be able to work nights, weekends and holidays as contracted. This position works a flexible schedule and is the on-site coordinator for the duration of all facility rentals and museum-sponsored fundraisers.
- Must be able to lift at least 30 pounds
- Must be able to stand/walk for up to 12 hours