



Job Description

Job Title: Deputy Director of Museum Events & Relations	Updated: April 2024
Department: Operations	FLSA Status: Exempt
Reports to: Executive Director	Executive Exempt Employee: Full-Time (Wednesday - Sunday schedule)

Job Summary:

The Deputy Director of Museum Events & Relations will be hands-on lead and implementer behind the most compelling and engaging public facing events and programs that will advance the Museum’s priorities, strengthen brand position, and increase our engagement with diverse audiences. This position is responsible for providing logistic leadership and expected to take a hands-on role for all special events, fundraisers/friend raisers, and oversight of the facility rentals program. The Deputy Director of Museum Events & Relations is a senior management position responsible for the strategic oversight, leadership, and elevation of a multi-faceted events program for the Taubman Museum of Art (TMA). They build, implement, and lead event-related initiatives and create new sources of income.

This position must exhibit a positive, team-oriented attitude across departments, and support the Museum’s strategic goals and mission working closely with cross-departmental teams. They are the lead or co-lead on the following (but not limited to): all fundraisers/friend raisers, member events, cultivation events, the Museum’s Late Nights series, large community weekend events, 75th anniversary events, and special projects as assigned. This position is a Wednesday to Sunday schedule with some evenings for events.

Job Duties and Responsibilities:

- Provides lead for logistical planning, hands-on execution, and post-event follow-up for events including but not limited to Women’s Luncheon, Tastings at the Taubman, Sidewalk Art Show, Special Ticketed Exhibition Opening Weekend, Chairman’s Dinner & Summer Celebration, Member events, VIP events, Late Nights, and large community weekend events.
- Be the Manager on Duty as assigned.
- Responsible for strategy, budget, and oversight of all events providing effective leadership to cross-departmental team members in support roles.
- Maintain a current, thorough, and accurate understanding of the Museum's exhibitions and community engagement programs to effectively promote and connect to events.
- Effectively articulate, in written and verbal communications, the mission and impact of the Museum to deepen relationships with supporters, prospects, and external stakeholders.
- Co-Lead with Deputy Director of Operations and Project Management at weekly logistics meetings.
- Supervise Facility Rental Manager and Event Associate along with assigned Manager on Duty with other staff onsite.
- Grow event program with a portfolio of internal Taubman events and rentals from \$600,000 to \$1.3 million over the next five years.

Event Planning/Logistics:

- Work closely with the Executive Director and the Senior Leadership Team to define new event opportunities.
 - Coordinate and outreach to health and human services agencies for use of museum space as a community convenor (such as Red Cross blood drive with the Jr. League, DMV event to renew driver's license, Roanoke Public Libraries event for library cards and others).
 - Work with the Executive Director to build, implement, and lead a year-long events program with all its facets for the Museum's 75th Anniversary in 2026.
 - Partner with conference hotels to offer add-ons to conferences at the Museum in terms of rentals, tours, workshops etc., to drive additional sales.
 - Work with Deputy Director of Community Engagement and Community Engagement Team to plan and implement elements for Late Night series such as food trucks, live music, tastings, trivia contests, performances, etc., ensuring that new concepts show a positive ROI.
 - Create opportunities for meet-up groups to use the museum and our public spaces. Research, promote and organize, which could include the photography group and book clubs (coordinating with the club on a book related to art and artists related to the museum).
- Lead/co-lead the fundraiser and event benefit committees, as needed.
 - Work with the Deputy Director of Development, Women's Luncheon Host Committee and Opening celebrations to ensure effective communication and implementation of the Women's Luncheon annual fundraiser, and special donor stewardship and engagement events.
 - Lead cross-departmental team and volunteer committee for Sidewalk Art Show, logistics planning, artist prospectus, management of Zapplication process, jurying details with the committee and management of entire event.
 - Work with Membership and Corporate Gifts Manager to engage with young professionals and the Museum's 110 Society for specialty events.
- Establish and maintain active relationships with key vendor and government contacts, act as the primary point of contact for communication and to secure event vendors, permits, and licenses.
- Serve as main contact and lead for catering and in-kind event support.
- Serve as lead for pre-event inventory tracking and ordering.
- Produce the Event Timeline (6 months to one year out) and the Accountability Timeline cross-departmentally for the week of each event. Establish staffing and volunteer needs.
- Work cross-departmentally with leadership and Museum teams to ensure proper sponsor recognition on internal/external signage and marketing materials.

Event Implementation:

- Manage and hands-on involvement with day-of vendor arrival, set-up/breakdown, and event needs with the lead event organizer and Operations Team. (This position requires actively assisting in event setup, tear-down, and event operation.)
- Set up, operate, and troubleshoot audio visual technology for events with support from Operations.
- Create events/programs in the CRM, manage registrations, and communicate event details to key stakeholders.
- Serve as back-up as needed for all rentals, keeping up-to-date on all details as needed to assist or serve as lead.

Event Tracking/Reporting:

- Create tracking reports to evaluate event/program performance and attendance.
- Coordinate with the Finance Department to manage the various invoices and payments.

- Oversee and manage the annual event budget. Prepare quarterly forecasting projections, and budget reports with the Chief Financial Officer for the Executive Director and Board of Trustees.

Perform other tasks as assigned.

Knowledge, Skills, and Abilities:

Demonstrated willingness to be in a physically demanding role, requiring high energy, and has a non-traditional schedule. Professional presentation, manner, and ability to represent the Museum in an official capacity. Must be able to work well cross-departmentally with colleagues, flexible, a team player and to make the core values and mission of the Museum the foundation of all initiatives. Must have demonstrated supervising experience, exceptional communication and interpersonal skills, professionalism, and the ability to work collaboratively with multiple stakeholders. This position requires an elevated level of diplomacy, integrity, and discretion. Must be extremely well organized, pay great attention to detail, and have the highest standards of service-delivery and audience/visitor/participant engagement. Must possess excellent judgement, and creative problem-solving skills, including contract negotiation, dispute resolution, and contingency planning. Must be a resourceful self-starter and a team player who thrives in an innovative and fast-paced environment.

Training, Education, and Experience:

10+ years of experience driving in-person, virtual, and hybrid events, utilizing relevant technology and tools. Experience in management, hospitality and event planning required; ability to manage multiple priorities and meet deadlines. Education or equivalent experience in event strategy and hospitality. Experience with audio visual equipment and technology.

Special Requirements:

Must be available to work flexible hours weekly, including nights and weekends. Must possess and maintain a valid Virginia driver's license and maintain a driving record acceptable to the Taubman Museum of Art and its insurance carrier(s).

EEOC Statement:

The Taubman Museum of Art is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status or any other federal, state, or local protected class. The Taubman Museum of Art is also committed to complying with all fair employment practices regarding citizenship and immigration status.

Taubman Museum of Art is committed to creating a diverse environment:

At The Taubman Museum of Art we each contribute to inclusion—we all have a role to play. Our culture is the result of our behaviors, our personal commitment, our curiosity, how we collaborate, and the ways that we courageously share our perspectives and encourage others to do the same. In turn, our inclusive culture inspires us to try new things and share information openly and transparently. It brings us together in ways that help us stand out. Our inclusive culture empowers all of us to connect, belong, and grow.