

EVENT MANAGER

Position Overview

Theatreworks Silicon Valley, a Tony Award winning theatre company, seeks an **Event Manager** to work with the Development team to raise funds through face-to-face and virtual events. This position will implement a program of events and outreach to cultivate and engage supporters. The purposes of these events are to: raise funds for the organization, celebrate the milestones and accomplishments of the fundraising initiatives, engage new and prospective donors in capital and program initiatives, grow our donor base, and to show donor, staff and volunteer appreciation and benefit. Types of events includes galas, dinners, receptions, auctions, opening night parties, picnics, benchmark celebrations, house parties, and meetings. The person will plan, lead, and produce whole events, as well as work in collaboration on other events. The person will also be responsible for sourcing and obtaining financial support for and marketing certain events. The person will plan events to achieve maximum impact in terms of audience appreciation, public visibility, memorability, and financial support. This position will also oversee the events volunteer program and will work with the Front of House Manager to train and recognize all TW volunteers consistently. This position reports directly to the Director of Development.

The **Event Manager** will coordinate all events including:

1. Event Management

- Set the standard and manage integrity of TheatreWorks events.
- Work closely with Development, Marketing, Production, Board members and major donors to coordinate events.
- Manage all events, handling all details such as venue, menu, scheduling volunteers and staff to attend, arriving early for set-up and staying after each event for clean-up.
- Maintain and distribute an institutional event calendar with all events.
- Research and book event venues, including but not limited to reception areas in the MVCPA, Lucie Stern, Mountain View City Hall, private homes and local restaurants.
- Work with Production to ensure quality virtual events.
- Design evaluation tools to capture data from events.
- Work with the appropriate Production staff member to schedule guest artists, including TW Artistic staff, for events.
- Suggest and manage event budgets.
- Coordinate event volunteers for events.

2. Vendor Relationships & In-Kind Donations

- Cultivate relationships with hospitality industry.
- Create and maintain relationships with current in-kind donors.

- Solicit in-kind services and products such as restaurants, caterers, wine, photographers etc.
- Negotiate vendor contracts.

3. **Three Annual Fundraisers**

- Lead the gala committees in planning and implementing events.
- Devise strategy to sell tables and (or) tickets.
- Assist in acquiring auction donations.
- Manage logistics, and concierge duties for winning auction packages throughout the year.
- Maintain accurate records on all donations
- Work with key Production personnel to implement event logistics.
- Recommend and manage budgets and post-event reconciliation.
- Hire and train volunteers.

4. **New Works Festival**

- Hire, train, and manage Donor Lounge Coordinator.
- Manage donor lounge design and make sure inventory is in stock.
- Assign any necessary tasks to the Development team to manage the coordinators and lounge each night of the New Works Festival.
- Coordinate and manage the Opening Night IC Dinner, two Producer Lunches, and other miscellaneous speaker events held in the J. Lohr Lounge through the festival.
- Support marketing efforts for food/beverage/entertainment in Festival courtyard.

5. **Database & Events**

- Work with Development Operations Manager to maintain event information and data integrity (attendance, payment, etc.) in Tessitura.
- Create nametags, event lists, and place cards.

6. **Volunteers**

- Maintain database of event volunteers.
- Assure that all event volunteer records are up to date in Tessitura.
- Maintain ongoing recruitment efforts.

Qualifications, Skills and Abilities:

- Two to four years of event planning and management experience
- Exceptional organizational and project management skills
- Someone who values creativity, teamwork, collaboration and inclusion
- Proficient in MS Office Suite
- Able to self-direct and prioritize among competing goals to create manageable work plans and initiate process improvements
- Team player mentality, ability to work independently while also supporting team's goals and members.
- Ability to work with large amounts of data and the knowledge to process and evaluate that information
- Ability to manage multiple priorities, stakeholders, and workflows
- Exemplary communications skills – oral and written
- Experience coordinating virtual events is a plus!

Organization Overview

Theatreworks Silicon Valley is a \$11 million, LORT B theatre company and is committed to developing new works for the American theatre and has produced 70 world premieres and over 150 U.S. and regional premieres. Our season includes a mainstage series of eight plays and musicals serving approximately 100,000 patrons, a thriving New Works Initiative, and a collection of innovative education programs reaching 15,000 students every year. More information about the company can be found at <http://www.theatreworks.org/>.

With a reputation for artistic excellence, innovation, diversity, and integrity, TheatreWorks is Silicon Valley's leading professional nonprofit theatre company. TheatreWorks presents a year-round season of musicals, comedies, and dramas in the Mountain View Center for the Performing Arts and at the Lucie Stern Theatre in Palo Alto.

Compensation

- Salary is \$60k
- Employee benefits include health insurance, paid vacation and sick leave, and a retirement plan
- Flexible work schedules
- Professional development opportunities

TheatreWorks' commitment to producing the highest quality programming is dependent on building a community whose members come from diverse cultures, backgrounds, and life experiences. We join with a growing number of theatres in the movement to ensure that those who have been excluded historically –



individuals from racial and ethnic groups, LGBTQ people, people with disabilities, and women – are at the decision-making table, reflected in our programming, and represented on our staff. Black, Indigenous, and People of Color (BIPOC), women, and LGBTQ candidates are strongly encouraged to apply!

Please email a cover letter and resume to: search@theatreworks.org

SUBJECT: Event Manager