



Sharon Lynne Wilson Center for the Arts
Special Events Manager
Job Description

Summary:

As a member of the management of the organization, the Special Events Manager reports to the General Manager. This position manages and responds to all rental inquiries. The Special Events Manager provides venue tours, generates cost estimates in cooperation with the front of house and technical teams, confirms all details prior to the event (bar, linens, décor, space reservation), and follows through to completion of the event.

Key Responsibilities:

1. Generates revenue through rental of the Wilson Center, pursuing those clients that are most closely aligned with the Center's arts and education mission
2. Responds to calls and email rental inquiries in a timely manner, generates contracts and mails contract packets, confirming details prior to the event
3. Schedules advance meetings with front-of-house and technical team to accurately budget for rentals
4. Presents the General Manager with suggestions for potential in-kind partnerships with mission-aligned organizations
5. Evaluates customer satisfaction through post surveys and feedback from the team
6. Works towards continuous improvement of systems and procedures
7. Works cooperatively with consultants (externally and internally) and across the entire Wilson Center team
8. Produces income projection reports for rentals, keeping the leadership team informed of income goals and potential shortfalls
9. Networks with outside tourism and business/community organizations to search for potential clients.
10. Executes all rental special events where extensive planning and catering needs are required
11. Manage Starry Nights and special event food vendors, receiving contracts, copies of liability insurance, assures proper bartending licenses.
12. Manages the bar: securing bartenders, conducting inventory of alcohol, and tracking alcohol sales
13. Works with the General Manager and Rental Committee to research other nonprofit pricing structures for benchmarking to optimize income
14. Works with Marketing & Communications Director on advertising, marketing, and messaging opportunities to raise awareness of the Center as a venue available for rental to individuals, organizations, and corporations
15. Streamlines rental agreements and billing statements for better clarity and understanding for clients
16. Attend Wilson Center programs and special events (including Golf Classic, Literary Luncheon, The Big Event, and Wilson Center Guitar Festival) as needed
17. Responsible for supervising over hires for special events and working with front-of-house team
18. Demonstrate compliance with all company policies and procedures and all laws and regulations that govern the Wilson Center

Essential Skills/Qualifications:

- Bachelor's degree in related field (communication/operations/arts)
- 1-3 years' experience with administrative, fiscal, and supervisory experience preferably in the performing arts industry
- Requires strong computer skills MS Office Suite, Excel, and research skills
- Strong verbal and written communication skills required—including the ability to make presentations
- Ability to work with difficult patrons and maintain a positive attitude
- Discretion concerning client and donor information
- Ability to work nights and weekends as needed and participate in team meetings

- Desire to work in a collaborative environment
- Ability to manage staff at event, house managers, volunteer ushers and event over hires
- Ability to maintain a high level of confidentiality and act with tact and diplomacy
- Highly organized, self-motivated and possess ability to handle multiple tasks simultaneously
- Experience and knowledge of Tessitura ticketing database and Tripleseat event management software helpful but not required

About the Sharon Lynne Wilson Center for the Arts

It is the mission of the Sharon Lynne Wilson Center for the Arts to serve as a catalyst for lifelong learning, discovery, and exploration of the arts. The Wilson Center is a multidisciplinary nonprofit cultural arts facility with a 19-year history of excellence. The Center's programming is designed to transform both individual lives and whole communities through the power of the arts. Situated in a 400-acre park in Brookfield, WI, the Wilson Center is recognized as a cultural anchor in the Greater Milwaukee community and focuses on three main disciplines: performing arts, arts education, and visual arts. Since opening in 2002, the Wilson Center has continued to celebrate its five core values of excellence, innovation, passion, stewardship, and collaboration through a diverse array of premier performances, educational programs, classes, festivals, and events. The Wilson Center annually welcomes more than 55,000 people, including more than 10,000 students every year—many of whom are being introduced to the arts for the first time—and the Center is poised for growth and future success. Through arts education programs such as Beyond the Classroom, ArtsReach, and Arts Camp: The Art of Nature, the Wilson Center promotes lifelong learning for children, teens, families, and adults.

The Wilson Center is recognized for its quality, eclectic performances, and programs: Branford Marsalis, Audra McDonald, Pilobolus, Hilary Hahn, Suzanne Vega, Leo Kottke, Jessica Lang Dance, Venice Baroque Orchestra, Yamato, Al DiMeola, Kronos Quartet, Roseanne Cash, and many others internationally acclaimed artists and ensembles. Performances take place in the 607-seat Harris Theater, the cabaret style 136-seat Dawes Studio Theater, and the Gerlach/Haack Outdoor Theater, which is home every summer to the Starry Nights outdoor concert series.

Send cover letter, resume, salary history, and 3 references to: Jobs@wilson-center.com with the subject line: Wilson Center Special Events Manager. The General Manager will be doing initial interviews. All information will be kept in confidence—no references will be contacted without prior notification of finalists.

The Wilson Center is an equal opportunity employer and believes in equal opportunity for all employees and applicants. Accordingly, all employment decisions are based on the principles of equal opportunity. These decisions include recruitment, selection, promotion, transfer, discipline, compensation, benefits, training, and other personnel actions involving persons in all job titles and shall occur without regard to race, creed, color, religion, sex, age, ancestry, national origin, disability, military service, sexual orientation, or marital status.