Position Title: Events Director
Exempt: Yes
Reports To: Executive Director
Hours: Full-Time
Salary: $55K to $65K per year, to commensurate with experience
Benefits: Health Benefit Package and Annual PTO

Position Description
The Events Director is charged with oversight and management of all public events held in Downtown Springdale. The Events Director will work with the Executive Director to recommend, develop and execute an annual roster of Downtown Springdale Alliance (DSA)-hosted events. The Events Director will support and coordinate with the city and community organizations that produce and promote events held in downtown Springdale. The Events Director will oversee and direct events staff and volunteers.

Primary Duties and Responsibilities

Plan public events
- Develop and implement event goals and objectives that align with DSA’s mission.
- Execute signature DSA events, including Live at Turnbow, Natural State Criterium Series, Street Dinner Fundraiser, Ozarktober and Christmas on the Creek in accordance with DSA’s mission
- Develop new events to advance the strategic direction of the organization
- Develop an annual budget and operating plan to support public events
- Develop an evaluation framework to assess DSA event strengths and areas for improvement
- Assist in development of funding proposals for events to ensure that DSA is growing towards self-sustainability
- Communicate with event partners and stakeholders to gain community support and to solicit input for future improvements
- Provide event details to the marketing director for creation and implementation of communications and marketing strategies
- Establish event safety protocols and procedures as well as inclement weather plans
- Oversee the onboarding, ongoing training, and quality of the work of the Events Manager
- Oversee the work of the administrative professional who manages DSA’s scheduling platform for downtown event spaces and the Public Event Committee meetings

Staff public events
- Identify, contract, and manage qualified third-party event support and artists/talent
- Develop and implement strategies to recruit qualified volunteers
- Develop and administer processes to document volunteer activities and maintain a volunteer pool
- Ensure DSA staff and event volunteers receive orientation for events in which they are involved; provide clear explanation of duties/responsibilities in a timely manner

Lead public events
- Actively supervise public events staff, partners, and volunteers on the day of events
- Coordinate with staff to ensure effective and efficient public programming delivery
Administer public events

• Maintain event data, expenses and revenue, volunteerism, and community partnerships/collaborations; write reports for management and funders
• Coordinate with state / local health & safety officials to ensure events promoted by DSA are in compliance
• Work with Executive Director to communicate with and report to funders as outlined in funding agreements and ensure benefits for support are carried out as articulated
• Ensure public events operate within the approved budget; monitor and approve all budgeted programming expenditures
• Monitor cash flow projections and report actual cash flow and variance to the Executive Director on a regular basis or as requested
• Ensure all financial records for public events are up to date
• Identify and evaluate events risks and take appropriate action to control or mitigate risk
• Evaluate outcomes and impact at the conclusion of each event; track and report findings to Executive Director and recommend changes.

Qualifications

Education/Experience

• Bachelor's degree from an accredited institution (a minimum of five years of direct programming/events management experience may be substituted for a degree)

Knowledge, skills, and abilities

• Knowledge of event management and capacity to oversee large-scale events
• Knowledge of non-profit organization management and goals/challenges related to public programming; specific knowledge of and experience in Northwest Arkansas preferred
• Experience in developing and successfully executing a program budget

Required proficiency in the use of computers for:

• MS Office Suite, including Word and Excel
• Word processing
• Simple accounting
• Typeform
• Survey Monkey

References

• At least three professional references who can speak to professional abilities will be required

Working Conditions

• The Events Director works much of the time in an office environment, but the nature of public events produced by DSA and partner organizations will require working in the outdoors in all types of weather, and in other venues.
• The Events Director will be required to work some evenings and weekends to staff public programming activities.
• This position requires physical ability to stand or walk for long periods of time, ability to lift and carry up to 50 lbs., as well as ability to repeatedly reach down to foot level and up to overhead level.

To apply, submit a letter of application, resume and salary expectations to jill@downtownspringdale.org

The Downtown Springdale Alliance is a 501(c)3 organization that was formed in 2011 with a mission to promote a vibrant Downtown Springdale, with a focus on activating our spaces, cultivating relationships within our downtown & creating events unique to Springdale that bring the community together. We want everyone to feel safe and right at home when visiting downtown Springdale. Welcome! Downtown Springdale Alliance produces its own annual slate of community programming, supports downtown events produced by other organizations and provides services to the City of Springdale as outlined by annual contract.