



Public Events Manager Job Description

Date: May 2025

Status: Exempt

Reporting Supervisor: Events Director

Position Overview:

The Public Events Manager is a full-time employee of Stan Hywet Hall & Gardens hired by the President & Executive Director upon recommendation of the Events Director. This position is responsible for overseeing the successful implementation of all public events, ensuring events are accessible to all populations, create exceptional experiences, and connect to the estate's mission and vision. This role requires a strong understanding of event planning principles, excellent communication and interpersonal skills, and a passion for creating engaging and meaningful experiences for diverse audiences.

Essential Duties and Responsibilities:

1. Maintain a professional attitude when working with the public, volunteers, guests, and fellow employees.
2. Demonstrate and support a culture of diversity, equity, access, inclusion, and belonging.
3. Conceptualize, plan, budget, and manage the implementation of public events to achieve maximum return on investment.
4. Ensure that events are accessible, mission-aligned, and designed to create exceptional guest experiences.
5. Strategize event sponsorship benefits, including packaging and pricing, to ensure positive revenue generation. Coordinate the promotion and execution of sponsor benefits (e.g., marketing, hospitality booths, food service).
6. Serve as the on-site contact for vendor load-ins and oversee the timely execution of event schedules.
7. Manage vendor contracts, billing, and payments in collaboration with the Finance Department.
8. Oversee registration and admissions for public events, including training staff and volunteers on procedures.
9. Establish creative direction for each event, collaborating with leadership and staff to ensure both aesthetic and operational excellence.
10. Manage event collateral, including signage, rack cards, and promotional materials.
11. Supervise the Events Coordinator, Public, and ensure effective support for public event operations.



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12. Ensure all events maximize visitor satisfaction while aligning with Stan Hywet's mission, values, and organizational goals.
13. Coordinate with internal staff to ensure successful event setup and breakdown.
14. Collaborate with leadership to recruit staff and volunteers for event support.
15. Schedule public events within estate calendar systems and manage event details in ticketing software.
16. Partner with the External Relations team to coordinate communications and marketing efforts before, during, and after events.
17. Monitor and analyze event data to optimize financial performance and visitor satisfaction while minimizing estate impact.
18. Develop and implement the annual events strategy in alignment with the organization's broader strategic goals.
19. Oversee public event budgets and financial performance, identifying opportunities to enhance profitability.
20. Cultivate and maintain strong relationships with key stakeholders, including vendors, clients, and internal departments.
21. Represent Stan Hywet at industry events and conferences to enhance visibility and foster external partnerships.
22. Develop and manage comprehensive event logistics, including scheduling, staffing, budgeting, and risk management.
23. Ensure compliance with safety protocols and operational guidelines, including preservation standards for the historic estate.
24. Monitor departmental budgets, track KPIs, and analyze financial data to identify areas for improvement.
25. Accurately manage all revenue and expense transactions related to events.
26. Ensure compliance with relevant laws, regulations, and permits.
27. Stay informed on industry trends and best practices.
28. Participate in professional development opportunities to enhance skills and expertise.
29. Ensure interpretation staff are well-trained and serve as effective ambassadors for SHHG's mission.
30. Participate in required public events.
31. Perform other duties as assigned.



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Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Strong verbal and written communication skills are essential, along with a strong awareness of volunteer and public relations skills.
2. Responsible for consistently demonstrating excellent judgment, organizational skills, a professional manner, good human relations skills, and maintaining discretion in the use of confidential information.
3. Ability to relate to persons of all ages and of diverse backgrounds, skills and abilities.
4. Flexibility to accommodate a schedule that includes evenings and weekends.
5. Should be very organized and work efficiently with particular attention to detail and deadlines.

Education and/or Experience:

1. A bachelor's degree or equivalent experience and knowledge.
2. Four years previous event experience.
3. Computer literacy, including familiarity with Microsoft.

Usual and Customary Expectations:

1. Should expect to spend prolonged time sitting, walking and standing daily and to facilitate events indoors and outdoors regardless of inclement weather.
2. Ability to carry on normal conversation, in person and by telephone.
3. Occasional moving of 40 pounds.
4. Ability to read small print, handwritten notes, and operate a desktop computer keyboard.
5. Some nontraditional hours required.

Acknowledgement:

Employee's Signature

Date

Authorized Signature

Date