



Events Director Job Description

Date: April, 2025

Status: Exempt

Reporting Supervisor: President & Executive Director

Position Overview:

The Events Director for Stan Hywet Hall and Gardens is a full-time employee of Stan Hywet hired by the President & Executive Director. This key leadership position is responsible for the overall leadership and management of all event-related activities at Stan Hywet, including both private rental events and public events. This encompasses a wide range of responsibilities, from developing and implementing innovative sales and marketing strategies to overseeing the planning and execution of all events, ensuring seamless coordination with internal departments and external vendors. The Director will play a crucial role in maximizing revenue streams, enhancing the guest experience, and ensuring the long-term financial success of the Events department while upholding the highest standards of quality and preserving the integrity of the historic estate.

Essential Duties and Responsibilities:

1. Maintain a professional attitude when working with the public, volunteer staff, guests and fellow employees.
2. Demonstrate and support a culture of diversity, equity, access, inclusion, and belonging.
3. Develop and implement the annual events strategy, aligning with the overall strategic goals of the organization.
4. Oversee the budget and financial performance of the Events department, ensuring profitability and maximizing revenue streams.
5. Lead and mentor a high-performing team, fostering a collaborative and supportive work environment.
6. Build and maintain strong relationships with key stakeholders, including clients, vendors, and internal departments.
7. Represent Stan Hywet at industry events and conferences to enhance the organization's visibility and build external relationships.
8. Develop and implement innovative sales and marketing strategies to attract and retain clients for both private and public events.
9. Create and maintain compelling event packages and promotional materials, including brochures, website content, and social media campaigns.
10. Actively pursue new business opportunities through client outreach, networking, and industry partnerships.



Events Director Job Description

11. Manage the sales process from initial inquiry to contract execution and post-event follow-up.
12. Oversee the planning and execution of all events, ensuring seamless coordination with internal departments (e.g., Horticulture, Facilities, Security) and external vendors.
13. Develop and implement comprehensive event logistics, including scheduling, staffing, budgeting, and risk management.
14. Ensure adherence to all safety and operational guidelines, including those related to the preservation of the historic estate.
15. Provide exceptional customer service to all clients, ensuring their needs are met and their expectations are exceeded.
16. Develop and monitor departmental budgets, track key performance indicators, and analyze financial data to identify areas for improvement.
17. Manage all revenue and expense transactions related to events, ensuring accurate and timely reporting.
18. Recruit, hire, train, and supervise event staff, including part-time, seasonal, and volunteer staff.
19. Foster a positive and inclusive work environment that encourages teamwork, creativity, and professional growth.
20. Develop and maintain strong client relationships through proactive communication, personalized service, and attention to detail.
21. Manage all client correspondence, including contracts, proposals, and event confirmations.
22. Address client inquiries and concerns promptly and professionally.
23. Ensure all events are executed flawlessly, with a focus on safety, efficiency, and guest satisfaction.
24. Oversee all aspects of event logistics, including setup, breakdown, and vendor coordination.
25. Ensure compliance with all relevant regulations and permits.
26. Align all event-related activities with the overall strategic goals of the organization.
27. Continuously evaluate and improve event offerings based on market trends and customer feedback.
28. Foster strong working relationships with other departments within the organization, including Development, Marketing, Finance, and Operations.
29. Participate in cross-departmental initiatives to enhance the overall guest experience.
30. Stay abreast of industry best practices and emerging trends in the events industry.
31. Participate in relevant professional development opportunities to enhance skills and knowledge.
32. Ensure all interpretation staff are well-trained and solid ambassadors of SHHG's story and mission.
33. Participate in required public events.
34. Other duties as assigned.



Events Director Job Description

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, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Strong knowledge of visitor engagement theory and practice, including current research on emerging technologies in museum environments.
2. Ability to work effectively with interdisciplinary teams; strong interpersonal communication skills; diplomatic and collaborative work style.
3. Ability to nurture and develop strong relationships with diverse internal and external constituents and partners; strong understanding of community assets, resources, and interests.
4. Ability to think creatively and strategically, as demonstrated by implemented ideas or approaches.
5. Desire to work in a fast-paced and mission-driven environment.
6. Ability to establish priorities, manage shifting priorities, delegate where appropriate, and handle numerous time-sensitive projects with multiple deadlines.
7. Excellent verbal and written communication skills, in an accessible, engaging way for multiple platforms and diverse audiences; strong editing skills.
8. Ability to adapt to the needs of the organization and employees.
9. Proficient with Microsoft Office Suite or related software.
10. Some non-traditional hours required with the ability to work some evenings and weekends.

Education and/or Experience:

1. Bachelor's degree in hospitality, sales or business management.
2. 5+ years' leadership experience required; experience in museum setting, or cultural institution setting preferred.
3. Demonstrated experience, ability, and desire to collaborate with colleagues from multiple departments and disciplines.
4. Must have prior experience working with volunteers.

Ethical Expectations:

The Stan Hywet Hall & Gardens Board of Directors and the President & Executive Director require that the Engagement Director conduct the affairs of the Engagement Division by implementing the highest standards of ethical behavior. This behavioral standard applies specially



Events Director Job Description

to matters of donor confidentiality, a donor's bill of rights, and the strictest allocation of gifts to intended purpose. The standard extends to personal and professional dealings with directors, staff, colleagues, benefactors, and all other parties who rely on the integrity of Stan Hywet Hall & Gardens.

Usual and Customary Expectations:

1. Ability to spend half of the time walking, standing, kneeling, crouching, and climbing stairs, and half of the time sitting.
2. Ability to move items up to 30 pounds.
3. Some non-traditional hours required.

Acknowledgement:

Employee's Signature

Date

Authorized Signature

Date