



# CONSERVATORY OF FLOWERS

GOLDEN GATE PARK • SAN FRANCISCO

Position Title: Director of Events and Partnerships

Hours: 40 Hours Per Week

Position Category: Exempt, Full time

Reports to: Director

## Position Summary

The Director of Events and Partnerships at the Conservatory of Flowers reports directly to the Director and is responsible for leading the events department in strategy and ensuring execution of successful private and public events. In keeping with the Conservatory's mission and community role as a publicly owned cultural institution, this position will elevate the Conservatory's events on an ongoing basis.

As a member of the Conservatory's Leadership Team, you will have the opportunity to refine and build our events program as a channel to generate brand awareness and drive public engagement that results in revenue. You will help define our event strategy and own scaled planning and execution of the program to inspire memorable experiences for the Conservatory of Flowers. You will manage the end-to-end events program and create experiences that exceed our audiences' expectations and connect with our community.

## Responsibilities

### Event Strategy and Growth (50% of time)

- In coordination with the greater Events team, lead the strategy and implementation of a dynamic event portfolio for public and private events
- In coordination with the Public Events team, develop a cohesive and well-executed public events program consistent with a thriving public cultural institution to dramatically increase the range of events and associated revenue, while also promoting organization wide initiatives
- In coordination with the Public Events team, develop a master event portfolio that drives cross-functionally across public and private events and integrates with the Conservatory mission and cross-organizational goals

- Drive consistency to ensure all activations are on strategy, on brand, and on budget while integrating with all other organizational goals and activities to ensure the preservation of this national historic landmark
- Develop and support creative and scalable strategies to market the Conservatory as a preferred venue for weddings, small gatherings, corporate buy outs, etc.
- Maintain a detailed and dynamic budget for both public and private events with aggressive revenue goals and financial forecasts. A specific concentration on how revenue can be maximized, and costs minimized, while maintaining an on brand experience
- Maintain the integrity of the Conservatory's brand to ensure it is always represented well to the public and clients in keeping with a publicly owned and much cherished historic national landmark
- Set measurable goals and key performance indicators for public and private events
- Seek and maintain dynamic partnerships for Conservatory events, including but not limited to mutually beneficial brand partnerships to further the Conservatory's profit and position
- Build strong relationships and communication with key peer colleagues in all departments
- Thought partner with other Conservatory departments, such as Operations, Marketing, Development, Engagement, Horticulture, and Facilities
- Maintain a deep understanding of the cultural events landscape, staying informed on local, national, and international event trends
- Manage and build relationships with other museum professionals to understand peer performance and best practices
- Participate in conferences and symposia, helping establish the Conservatory of Flowers as a leader in the events field
- Use creativity and wit to stimulate growth in public and private events

#### Event Management: (25% of time)

- In coordination with the Events team, oversee planning and execution of events, including but not limited to public events, private rentals, donor, partner, and internal events
- In coordination with the Events team, develop a logistical strategy and rigorous protocol for all event management at the Conservatory of Flowers to ensure continual growth and platinum level service
- Work with all Conservatory department heads to ensure that departmental event strategies are well-executed
- In coordination with the Senior Event Sales Manager, set strategic priorities for venue bookings and develop, plan, and maintain the Conservatory's rental sales calendar

- In coordination with the Private Events Manager, serve as lead organization contact with key stakeholders for partner events like the Summer Solstice, Tree Lighting and others

#### Staff Leadership: (25% of time)

- Lead the day-to-day management of a team of five, including the Senior Event Sales Manager, Public Event Producer, Private Event Manager and two coordinators, plus multiple part time Event support staff to ensure focus of defined priorities and delivery of expected results
- Supervise and coach the events team to maintain a collaborative and cross-functional team dynamic that utilizes the best event strategies and produces events of the highest quality
- Provide timely, tactful, and productive feedback to all direct reports
- Manage and motivate Conservatory team to constantly create outcomes greater than forecasted
- Serve as the Leadership Team representative for the Events team, ensuring excellent communication across both teams and integration of all activities across the organization
- Communicate and demonstrate the Conservatory of Flowers mission, core values and rules of engagement with all communications

#### Qualifications

- Bachelor's degree in Event Management or related field desirable
- 7-10 years demonstrated track record of strategic events management, preferably at a museum, cultural organization or nonprofit
- Development and implementation of a multi-year events strategy that has produced year over year growth
- Professional Event and Meeting Planning Certificate or commensurate experience
- Entrepreneurial, results-driven, and able to maintain a sense of grace under pressure
- Program management and planning skills, with ability to prioritize and coordinate multiple activities
- Experience in the supervision and management of highly professional independent staff, and a proven track record of managing and motivating staff in a complex and fast-paced organization
- Expertise in planning, leading, and evaluating events for groups of 10 to 500 (or more) on a regular basis
- Team player with proven ability to work collaboratively within complex organizations as well as build relationships with external constituencies
- Excellent verbal and written communication skills

- Proficient in MS Office Suite, experience working with donor/CRM databases; Salesforce experience highly desired
- Hands-on, energetic leader; sense of humor essential!

### **Benefits**

SF Parks Alliance offers a competitive salary and a comprehensive benefits package that includes a generous vacation policy, medical, dental, vision, chiropractic/acupuncture, flexible spending accounts, Basic Life/AD&D insurance, and a 401(k) program with a match component.

### **How to Apply**

Please submit a resume and cover letter to "jobs@sfcfof.org" with your full name and position title in the subject line. Please note that a cover letter is required for your application to be considered.

The Conservatory of Flowers is committed to a diverse, welcoming and convivial environment. People of color, women and members of the LGBTQ community are encouraged to apply.