



JOB DESCRIPTION

Director of Events and Programs

The Director of Events and Programs contributes to the success of the Marin Art and Garden Center by overseeing the execution of all events taking place throughout the campus, including private rental events, large-scale public events, fundraisers, programs and classes, group visits, and hospitality for Center meetings and art receptions.

This position serves as a key member of the leadership team and a strategic partner for the growth and development of the Center, overseeing the communications team to help create and direct marketing, advertising, and PR. The Director of Events and Programs is a key participant in the planning/vision/Capital Campaign for the Center. This position reports to the Executive Director.

Supervisory Responsibilities

The Director of Events and Programs supervises an Events Coordinator, several House Managers, a Program Associate, a Marketing Coordinator, and is the primary contact for contracted services including event set-up and clean-up.

RESPONSIBILITIES

Private Rentals

- Oversee the Events Coordinator.
- Oversee inquiries, tours, sales, booking, scheduling, and management of private events.
- Manage day-to-day operations, supervise related staff, vendors and contractors and ensure that the master schedule is maintained.
- Approve contracts for short-term rentals and ensure all aspects of contracts are met.
- Oversee rental activities and help resolve rental related issues and violations.
- Develop and manage short-term rental annual budget.
- Manage relationships with preferred caterers, provide updated information and ensure adherence to Green Business certification standards.
- Maintain records of rental or usage activity, special permits issued and special circumstances.
- Manage new business development to meet budget goals.
- Actively seek new rental clients through marketing and networking activities to expand rentals especially during the low season (November – March) and mid-week.
- Represent the Center with potential clients and the community, including giving tours of the facilities.
- Work closely with the Director of Development to cultivate relationships with rental clients for donor stewardship.

Large-Scale Events and Fundraisers

The Director of Events and Programs directs and oversees “signature” large-scale public events including Summer Concerts in the Garden, Spring Plant Sale/Public Garden Tours, and Winter Wonderland, with goals of community outreach and revenue. The position provides planning and logistics for fundraising events.

- Create , envision (in conjunction with the Executive Director), plan, manage, source vendors, logistics, staff and volunteer scheduling, create and manage budget, event timeline, and execution of each event.
- Coordinate participation of all departments and cultivate community partnerships at these events.
- Develop marketing plans and budgets for each event.
- Work with development department to design and execute fundraising events, including the annual Edible Garden fundraiser.

Programs

- Oversee the Program Associate.
- Develop and manage Program annual budget.
- Create , envision (in conjunction with the Executive Director), plan, manage, source vendors, logistics, staff and volunteer scheduling for all programs.
- Work closely with other Center management to provide logistical support for Center events, gatherings, and meetings.
- Manage scheduling and contracts for Center art exhibitions and third-party arts programs.
- Work closely with the Director of Development to cultivate relationships with program participants for donor stewardship.
- Manage group visits and tours (garden clubs, senior groups, etc.) in collaboration with Administration Manager and Garden Manager.
- Liaison with campus partners (Pixie Park and RVP) for scheduling.

Marketing

- Oversee Center marketing and supervise the Marketing Coordinator.

Overall Events Management

- Ensure required equipment and services are in place for all events, cleaning of all buildings and venues before and after each event and appropriate supervision/staffing is provided.
- Manage the Center’s event calendar to assure balance and flow of events and programs.
- Ensure professional hospitality and the smooth coordination of all event-related planning and day-of event logistics, including activities of event staff, volunteers, clients, caterers, additional vendors and guests.

Additional duties and projects as assigned.

OPPORTUNITY HIGHLIGHTS

- Salary Range: \$95,000 - \$105,000
- Benefits include: Three weeks PTO (increases to four after five years of service), 10 paid holidays, health insurance subsidy, and 403(b) retirement with employer match up to 4%.

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