

TROUT MUSEUM OF ART

EVENT MANAGER JOB DESCRIPTION

Position: Event Manager

Location: Trout Museum of Art, 111 W College Ave, Appleton, WI

Employment Type: Full-Time, In-Person

Reports To: Executive Director

INTRODUCTION

The Trout Museum of Art (TMA) is seeking a talented Event Manager to join our team during an exciting period of growth and momentum. Our mission is to inspire and connect all people through creative experiences and the visual arts. We achieve this through our exhibitions, educational programs, and community engagement events, energizing the love of art in the Fox Cities and beyond.

POSITION SUMMARY

The Event Manager is a full-time position strategically created to help realize the museum's mission, vision, and strategic plan by planning, coordinating, and executing a wide range of events at the museum. Working closely with the staff, Executive Director, TMA Board of Directors' Committees, the Event Manager's primary responsibilities are to generate and implement museum events and rental space opportunities that energize the love of art, promote museum membership, inspire community engagement, and contribute to the financial and operational health of the organization. The Event Manager creates new and exciting events including Art at the Park, fundraisers, events at the museum, and space rentals for members.

PRIMARY RESPONSIBILITIES

Key Responsibilities:

1. **Event Planning and Coordination:**
 - a. Develop and implement event strategies and concepts.
 - b. Plan and coordinate all aspects of events, from concept to completion, including budgeting, logistics, and vendor management.
 - c. Collaborate with museum staff, including curators, educators, and marketing team, to ensure events align with the museum's mission and goals.
2. **Operationalize Policies and Standard Operating Procedures:**
 - a. Utilize IT tools to communicate information about events.
 - b. Create documented policies and procedures and manage them in Teams and the share drive so all staff can use.
 - c. Maintain website for rental spaces.
 - d. Be on-site daily to manage events happening in the facility.

3. **Budget Management:**
 - a. Prepare and manage event budgets, ensuring cost-effective and efficient use of resources.
 - b. Monitor expenses and revenue and provide regular financial reports.
4. **Vendor and Stakeholder Management:**
 - a. Identify, negotiate, and manage relationships with vendors, including caterers, artists, and rental providers.
 - b. Liaise with sponsors, donors, and other stakeholders to secure necessary support and resources.
5. **Marketing and Promotion:**
 - a. Work with the marketing team to develop promotional strategies and materials.
 - b. Work with the marketing team to utilize various channels, including social media, email, and print, to promote events and maximize attendance.
6. **On-Site Event Management:**
 - a. Oversee event setup, execution, and breakdown.
 - b. Ensure events run smoothly, addressing any issues that arise promptly and efficiently.
 - c. Provide exceptional customer service to event attendees and participants.
7. **Post-Event Evaluation:**
 - a. Conduct post-event evaluations to determine the success of each event.
 - b. Gather feedback from attendees, staff, and stakeholders to continuously improve event quality and effectiveness.

Supervisory Responsibilities:

- Create contracts for and manage 20+ vendors who work with the museum.
- Manage event interns and volunteers providing guidance and support.

Communication:

- Use our staff meetings to communicate event plans in tandem with marketing and exhibition programming.
- Engage with Board Event Committee to work on event plan initiatives, brainstorm ideas, solve problems, seek advice, and vet new policies related to programming.

REQUIRED QUALIFICATIONS

Successful candidates for this position must exhibit:

- A friendly demeanor and customer-oriented approach
- Excellent communication and interpersonal skills.
- Excellent ability to write clearly
- A strategic and goal-oriented approach to work
- Strong organizational and project management skills with the ability to handle multiple tasks simultaneously
- Creative thinking and problem-solving abilities.
- Strong time management skills
- A strong sense of personal accountability and responsibility for actions and performance
- Tactfulness and discretion with confidential and privileged information

Required Event and Work Experience:

- Bachelor's degree in Event Management, Hospitality, Arts Administration, or a related field.
- Minimum of 3-5 years of experience in event planning and management, preferably within a cultural or non-profit organization.

Physical Requirements:

- Lift and move tables, chairs, supplies, and small equipment
 - Set up tents and other event related components
 - Ability to pace yourself when working outdoors in warm and cold weather
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ESSENTIAL JOB FUNCTIONS

- Excellent skills in Microsoft Office applications and SharePoint
 - Ability to learn database systems
 - Ability to learn WordPress to make easy website updates related to event programs
 - Ability to sit or stand for extended periods during special events
 - Ability to work flexible hours, including evenings and weekends, as required.
 - Ability to read, write, and speak English proficiently
 - Love of the visual arts
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SALARY AND BENEFITS

The museum offers a competitive salary, benefits, bonus, and generous flextime policy. The starting salary for this position is commensurate with experience and art museum standards.

Bonus Compensation is designed to incentivize and reward employees for:

1. Achieving key individual performance metrics
2. Contributing to the overall success of the museum's financial operations

The bonus compensation plan aims to align the efforts of individual employees with the museum's strategic goals, ensuring that both personal performance and collaborative success are rewarded. Bonuses are calculated as a percentage of an employee's annual earnings. The percentage rate, performance metrics, and team vs individual percentage of the bonus may change yearly.

SUPERVISION

Reports to the Executive Director.

All offers of employment are conditioned upon a background check.