



COLSONCENTER

FOR CHRISTIAN WORLDVIEW

Position Description

Title: Product Manager, Events (comp. Director of Events)
Location: Colorado Springs, Colorado
Position reports to: Marketing Manager
Salary range: \$65,000 - \$85,000
Date written: December 2020

POSITION SUMMARY:

The Director of Events is responsible for the overall success of a portfolio of event products, including our annual Wilberforce Weekend conference, several midsize-to-large public and private events around the country (lectures and mini-conferences), and our online events (including virtual events and online courses).

Priority	Description of Duties	Hrs/Wk
1	Design and execute major event models – Work with program staff to develop several event models that allow us to provide value, showcase our brand, generate revenue (can be indirect via donors), and develop audiences in key markets (initially 4-8 events per year); work closely with other Marketing and Development product managers to ensure these events help us achieve strategic key objectives and maximum value to the organization; and lead the execution of those events.	15
1	Direct and execute our annual Wilberforce Weekend conference (2022 and beyond) – Work with program staff to build our annual national event into a world-class, one-of-a-kind experience that generates significant revenue, draws thousands of people from around the country, and plays a significant role in the development of its geographical market each year. Includes market research and venue selection, contracts, vendor management, and directing all aspects of the event experience.	15
2	Coordinate and execute online events – Lead the planning and execution of 6-8 online events per year in conjunction with our annual calendar, including several online courses.	10

Expectations

- Major events: consistently generate high attendance, revenue (where applicable), high Net Promoter Score (NPS) survey results, and other value as measured by internal metrics (engagement, lead generation, local visibility, etc.).
- Wilberforce Weekend: build into a 2,000+ person event generating at least \$300,000 net revenue by 2022.
- Online events: hit per-event targets for attendance and other metrics as relevant (e.g. lead gen, NPS)

Measures

Attendance, revenue, NPS

Attendance, revenue, NPS and internal user scores

Attendance, revenue, NPS

Guidelines for All Employees

MINIMUM QUALIFICATIONS
Education, Experience, Knowledge, Competencies

Ideal candidate: The ideal candidate has several years' experience directing large events (500-5,000 attendees, working with large hotels or convention centers, high production value), and a track record of working well with an array of vendors, partners, and staff.

- **Education:** Associate's or Bachelor's
- **Work Experience:** Minimum 3-5 years experience in a director of events role or similar
- **Knowledge areas:** hospitality industry, conferences/conventions, user experience mapping
- **Competencies:** Exceptional communication skills and interpersonal abilities, good organizational abilities, problem-solving, creativity, relentless attention to detail
- **Computer/Tech Skills:** Comfort with or willingness to learn modern project management and teamwork tools (we use Asana and Slack)
- **Physical/Other Requirements:** talking, hearing, seeing, typing.
- **Travel:** 6-12 domestic trips per year

Position Classification: Exempt