

## Birmingham Civil Rights Institute

JOB TITLE: EVENT AND SALES MANAGER

REPORTS TO: OPERATIONS MANAGER

JOB SUMMARY: To support the Institute in its efforts to raise revenue through external facility rentals. The Events and Sales Manager must be organized and can work with customers and donors who rent event space, host donor events or have purchased an annual membership which has entitled them to use of the facility. The Operations Manager and the Events and Sales Manager will develop quarterly revenue goals for rentals, donor events and admission fees. The position should anticipate working a minimum of one night per week and at least one weekend per month. Position will work 40 hours per week; therefore, office hours will be flexible and based on the reservation calendar. The Events and Sales Manager will work closely with the Operations Manager, Gallery Experience Manager, Building and Grounds Superintendent, Security Managers, and Education and Gift Store staff in coordinating events.

QUALIFICATIONS: Minimum 5 years of experience in marketing, event planning, customer service and/or member relations. Bachelor's degree required.

### RESPONSIBILITIES:

#### Marketing

- Actively promote the Institute's rental opportunities to the public.
- Represent the Institute at community functions to acquire facility rental leads and/or promote visitors to the Institute.
- Work with Marketing Coordinator to develop packages to be offered to tour groups to increase attendance number.
- Serve as a member of Marketing Task Force.

#### Facility use

- Respond to all requests for the rental/use of the facility. Book and schedule requests as needed
- Handle all logistics for external facility rentals and internal reservations from booking to overseeing timely ending of events.
- Provide support to Development staff relating to arrangements for BCRI generated events (Birthday Party, MLK day, Shuttlesworth, exhibit openings).
- Secure and implement arrangements details relating to the set-up for all before/after hour and weekend events from applicable BCRI staff.
- Monitor on-site all before and after-hours events, including week end rental, including responsibility for proper start and end times.
- Maintain accurate records of rental requests and revenues.
- Interface with all caterers, entertainers and other suppliers for events. Monitor their compliance with BCRI policies and procedures for facilities uses and events.
- Secure timely payment of all deposits and payments before or at event.
- Create and mail thank you letters and brief surveys to all users of the facility within three days.
- Analyze the surveys to identify areas needing internal improvement.
- Maintain Institute's reservation calendar in data management system, Altru.
- Provide all staff with a weekly calendar of events and updates as needed.

- Facilitate meetings with Operations staff, including the Building and Grounds Superintendent, Security Managers, Education Staff, Gift Store Manager and Operations Manager to discuss logistics of weekly and upcoming rentals and internal reservations.
- Reconcile facility rental and major donor event payments with the Finance Office monthly and annually.
- Assist and support all facility use activities as needed.
- Work with Development to create an attractive membership package that includes use of the facility.

#### Ticket Booth Operations

- Train and supervise ticket booth staff
- Monitor daily submission of batches

#### Group Tours

- Work with Group Tour Coordinator to ensure that tours are properly scheduled and communication to appropriate staff. This will include early openings and late and after-hour tours.
- Work with IT and Finance Office staff to resolve Altru issues.

#### OTHER RESPONSIBILITIES:

- Maintains a high level of professionalism in performing assigned duties and responsibilities.
- Adheres to ethical principles in all business dealings.
- Establishes and adjusts priorities to maintain efficient work flow.
- Accepts directives with enthusiasm and commitment.
- Supports the Institute's mission and vision and adheres to all work policies and procedures.
- Maintains confidentiality of donor, prospect, member, vendor/supplier and other Institute records.
- Assists in departmental planning and problem-solving.
- Works well under supervision and with others in completing projects.

To apply send letter of interest and resume to [cwells@bcri.org](mailto:cwells@bcri.org) by August 23, 2019.

This position description should not be interpreted as all-inclusive. It is intended to identify the major responsibilities and requirements of this job. The incumbent may be requested to perform job-related responsibilities and tasks other than those stated in this description.

Updated 08/15/19