

Position Title : Director, Events & Experiences

Organization : Buffalo Toronto Public Media

Salary: \$53K-\$66K/year

AFP-WNY Post Date :9/25/23

DEADLINE TO APPLY: OPEN

Buffalo Toronto Public Media is your local source for television and radio – WNED PBS, WNED PBS KIDS, WNED Create, WBFO NPR, WNED Classical, and WBFO.

The Bridge! We reach Western New York and Southern Ontario and can be streamed from your favorite device. Engaging our communities through exploration and entertainment—everywhere.

We're looking for a Director of Events & Experiences!

POSITION DESCRIPTION

The Director, Events & Experiences is an integral member of the Development team that creates new and expands existing large-scale event opportunities and unique in-person or virtual experiences in order to engage our community and expand our audiences. This individual will manage, delegate and coordinate all aspects of both ticketed, revenue-generating events and free community-focused experiences. Primary goals for this position include generating revenue, introducing content from BTPM's family of stations to various communities and demographic groups, and bringing new audiences into our ecosystem. This individual will collaborate with various departments and lead events & experiences in both the U.S. and Canada.

This position can be hybrid – a blend of remote and in-office work. Evenings and weekends are required based on event needs and scheduling. In summary, this individual will:

POSITION RESPONSIBILITIES

- Direct the coordination and execution of existing events and experiences including but not limited to:
- Secure venues and vendors in both the US and Canada
- In conjunction with SVP & CDO, set ticket prices and determine which projects are fundraisers and which are free to the public
- Create and monitor event listings
- Manage set-up and staging for each event, both internal or off-site
- Book talent and negotiate fees
- Manage internal calendar for all station events and experiences; communicate internal announcements accordingly
- Create, develop and coordinate new events and experiences
- Stay in consistent contact with internal stakeholders
- Provide general event and experience support to individual stations as requested
- Generate ideas for potential events and experiences that could be added to BTPM's roster of activities

QUALIFICATIONS

- Minimum of Bachelor degree in philanthropic studies, communications, marketing or related field OR equivalent experience
- Minimum of four (4) years of experience in event management, creation and coordination
- Experience with event/ticketing management systems (i.e. Eventbrite) and donor platforms (i.e. Patreon)
- Demonstrated proficiency with computer programs including Microsoft Office

- Excellent communication skills both verbal and written
- Ability to troubleshoot and problem-solve swiftly and efficiently
- Ability to manage multiple projects at one time and with a variety of people
- Demonstrated ability to meet and adhere to deadlines
- Highly organized with an exceptional attention to detail

COMPENSATION AND BENEFITS

This is a full-time exempt salary position and starting pay will be based on education, experience and interview. Starting range: \$53K - \$66K.

- 12 paid holidays
- 5 weeks of paid vacation
- Sick time (accrued)
- Medical, Dental, Life, Vision Short- & Long-Term Disability insurance options
- Health Savings Account (for applicable plans) with employer contribution
- Flex Spending Account option
- Voluntary Life, Accident, Critical Illness coverage options
- Identity Protection option
- Employee Assistance Program
- Tuition Assistance (based on eligibility)
- Retirement Plan with 7.5% employer match (based on eligibility)

HOW TO APPLY

Apply here:

<https://completepayroll.evolutionadvancedhr.com/JobApplication.aspx?jobpostingkey=36e9d1ca-df1b-47ad-9a35-101007e04ffa>