

DIRECTOR OF EVENTS

Join our dynamic team and make a significant impact on Richmond's technology landscape. If you are a strategic thinker, a skilled communicator, and passionate about designing, managing, and elevating events, we invite you to apply for the position of Director of Events.

Company Overview: The Richmond Technology Council (rvatech/) is a 501(c)(6) trade association dedicated to fostering innovation, collaboration, and growth within the local technology industry. Our mission is to support and advocate for tech companies and professionals, while promoting Richmond as a tech hub that we affectionately refer to as “Tech’s Most Creative City”. As we continue to expand our impact and elevate our programs, we are seeking a dynamic and experienced Director of Events to lead our event management, direction, and design.

Job Summary:

Position description:

- **Summary:** Event planning and design, program management, and committee facilitation
- **Goal:** Manage the execution and implementation of all rvatech/ events and programs and work to ensure they evolve to meet member needs

The Director of Events is a combined strategic, tactical, and diplomatic role within a small team. The successful candidate will oversee all aspects of event design and production, working closely with the CEO, marketing director, membership director, committee chairs and members, Board of Directors, and various stakeholders to elevate the organization’s experiences and instill “Wow!” moments that drive member value. The successful candidate will possess a strong background in event planning and design, preferably with experience managing events of a similar size. While knowledge and experience in the technology sector is not required, experience in the association, non-profit, and/or corporate event industry is preferred. In addition to event expertise, a high level of communication, collaboration, and consensus-building competencies will be required. The successful candidate must be comfortable navigating multiple stakeholders and thrive through collaboration within a small but powerful team.

Responsibilities:

- Manage all logistical elements of the organization's programs, conferences, meetings, and events, to include: RFP's, conference registration, food and beverage orders, tour logistics, speaker contracts, AV contracts, event venue contracts, reservations, conference production, and conference programs/apps.
- Develop a strategic plan and calendar to guide the logistical planning of all rvatech/ programs and events. Subsequently, execute on that plan and calendar.
- Develop and manage budgets for all events
- Facilitate all program and event planning committees and ensure volunteers are empowered to execute their charges.
- Manage registration portal, ticketing, and on-site sign-in for event attendees
- Identify comprehensive event sponsorship opportunities and advise on the creation of relevant collateral and media kits to foster sales.
- Advise on the strategy and design of marketing efforts related to rvatech/ programs and events, including but not limited to websites, email, and social media.
- Propose concepts for new events and programs to increase member value.
- Research and develop implementation recommendations for new concepts proposed by the rvatech/ Board of Directors and rvatech/ staff.

Key Performance Indicators:

- Event revenue by membership, sponsorship and ticket sales
- Event budget management – monitoring revenue and expenses and identifying ways to drive more revenue and cut costs where feasible
- Event attendance
- Number of events executed
- Level of comfort and mastery with the organization's CRM
- Level of comfort and mastery with the organization's bill payment software
- Quality of events as determined by surveys and Board of Directors feedback
- Quality of event promotion strategy used to market to and attract attendees
- Quality of teamwork, collaboration, and communication exhibited

Preferred Qualifications:

1. Proven experience in event management and design, preferably within the association, non-profit, or corporate sectors.
2. Demonstrated success in developing and implementing comprehensive event calendars, plans, and standard-operating-procedures.

3. Strong leadership abilities coupled with a can-do attitude to both lead and execute event productions.
4. Excellent written and verbal communication skills, with the ability to effectively convey complex ideas and messages.
5. In-depth knowledge of event planning resources and tools, including registration portals, venue layout tools, and budgeting platforms.
6. Proven experience working within committee structures, where committees are charged with programming and content curation and serve as an equal partner in overall event design.
7. Proficiency in event surveys and analytics.
8. Experience managing and coordinating vendors relative to venues, AV, and F&B. Experience navigating vendors that are union shops is a plus.
9. Creative mindset with the ability to think strategically and generate innovative ideas.
10. Strong project management skills, with the ability to prioritize and meet deadlines in a fast-paced environment.
11. Collaborative approach and ability to build and maintain relationships with internal and external stakeholders.
12. Accessibility to the greater Richmond area is required so that the candidate can comfortably attend weekly collaboration days, tour venues and meet with vendors when scheduled, facilitate in-person committee meetings, and attend all rvatech/ events.

Current Event Portfolio:

- CyberCon (conference – 400-600): February
- Data+AI Summit (conference – 500-700): March
- ProductFest (conference – 350-500): May
- Women in Tech Conference (conference – 600-800): October
- Code & Cloud Conference (conference – 300-500): November
- Links Golf Tournament (250-300): April
- Women in Tech Awards (reception - 200): March
- Awards Gala (800-1,000): September
- C-Suite Breakfasts (150): Quarterly
- Tech on Tap (happy hours (100): Quarterly
- Legislative Luncheon (150): January
- Meet the Finalists (reception – 100): September
- Techsters (coding workshop for middle school girls – 100): January
- Expansion opportunities include Foundation fundraising events, a member-guest golf experience, tech-based hackathons/workshops, new experiences as tech topics evolve

Software/Tools:

- Quickbooks (Finance)
- Dropbox (File Sharing)
- Universe (Event Portal)
- Trello (Project Management + CRM)
- Slack (Internal and Committee Communications)
- Microsoft Office365 + GSuite (Documents, Spreadsheets, Slideshows)
- Adobe Creative Cloud (Graphic Design)
- Canva (Graphic Design)
- MailChimp (Email)
- TypeForm (Forms)
- SurveyMonkey (Surveys)
- Zoom (Virtual Meetings)

Employees are provided with the following:

- Apple Macbook
- Remarkable Tablet
- Corporate Credit Card

Office:

The organization subscribes to two office locations – Common House at 303 W. Broad St. and the 1717 Innovation Center at 1717 E. Cary St. A hybrid schedule is maintained that includes defined collaboration time in-office once a week on Wednesdays blended with a remote work policy that includes meeting-free Fridays. The selected candidate must be able to regularly attend weekly in-office collaboration days and be available at any time for meetings and events around the greater Richmond area.

Salary + Benefits:

- Salary: \$60,000 - \$75,000 (dependent upon experience & qualifications)
- This is a full-time, exempt, salaried position requiring a minimum of 40 hrs/week
- Health/Dental/Vision premium paid at 100% for the employee
- 401k (3% Annual Safe Harbor Contribution)
- One professional development conference annually
- Full parking reimbursement, as necessary
- Phone stipend: \$100/month
- Four weeks PTO annually
- 13 observed holidays (including birthdays and the day after Thanksgiving)

- Additional office closures may be authorized by the CEO from time to time and in the past have included days immediately following large events, the week of July 4th, and the last two weeks of December.
- End-of-year bonuses are available from time to time based on the organization's annual financial performance and individual merit relative to KPI's.
- This is an at-will position and employment may be terminated or resigned for any reason, at any time, by either party.

APPLY!

Please send an email with cover letter and resume to CEO Nick Serfass at nick@rvatech.com. Applicants will be reviewed on a rolling basis and the position will remain open until filled.

The Richmond Technology Council provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.