

EDMONDS CENTER FOR THE ARTS / EDMONDS PUBLIC FACILITIES DISTRICT

POSITION: Director of Rental Event Services

EMPLOYMENT STATUS: Permanent, Full-Time, Variable Hours, Non-Exempt

REPORTS TO: Associate Executive Director

SUPERVISES: Rentals Department Staff

SALARY RANGE: \$69,200-\$103,800; **Starting Salary Range: \$69,200-\$75,000**

BENEFITS: This position is eligible for a competitive package including:

- Medical, Dental, Vision
- Participation in the Washington State PERS retirement plan and ability to enroll in the Deferred Compensation Plan.
- Company paid LTD and Life Insurance, with option to enroll in voluntary plans.
- Employee Assistance Program (EAP)
- Healthcare & Daycare Flexible Savings Accounts (FSA)
- Up to 10 days of vacation time per year, up to 12 days of sick time per year, and 12 paid holidays per year.

Position Summary:

Reporting to the Associate Executive Director (AED), the **Director of Rental Event Services** (DRES) is responsible for successfully overseeing and managing all aspects of venue rentals and leases, ensuring a seamless and professional experience for clients while maximizing revenue opportunities. This position books rental events to meet revenue goals, manages daily rental operations, supervises rental department employees, and coordinates and collaborates with internal departments to deliver high quality events that align with ECA's mission and operational standards.

This motivated and organized individual requires impeccable attention to detail and a proactive approach to management. In facilitating the needs of a variety of events simultaneously, this position has a high level of interaction with professional touring artists as well as community-based partners, volunteers, and performers with a wide range of experience levels. Ensuring that every client has a positive and safe experience at Edmonds Center for the Arts is our highest priority. Like all employees at EPFD/ECA, the DRES must collaborate well with all team members and remain committed to EPFD/ECA's mission, goals, and values, while contributing to their evolution.

A DRES at EPFD/ECA is committed to justice, equity, diversity, and inclusion, and strives to continuously reflect these values within both internal and external relationships. An EPFD/ECA Director of Rental Event Services values a diverse team, is welcoming of different perspectives and approaches, and makes sure that their colleagues and partners feel valued and empowered.

Essential Functions

Leadership:

- Collaborate with the executive and senior leadership, Board of Directors, associated committees, and rentals staff to establish and fulfill the annual strategy, plan, and goals to maximize venue utilization and meet revenue goals.
- In partnership with key personnel, design organizational strategies and tactics for growth and success across all areas of rentals and leases.
- Participate in building strategic and innovative partnerships throughout the local and regional community that help achieve the organization's short- and long-term rental and lease goals.
- Oversee quantitative and qualitative evaluation of rental outcomes, resulting in informed and data-driven strategies.
- Directly supervise, mentor, and professionally develop appropriate staff and volunteers as reflected in the EPFD/ECA organizational chart, and build effective relationships at all levels of the organization.
- Conduct regular check-ins with direct reports. Collaborate with the Associate Executive Director on the department's personnel needs and distribution to best leverage strengths and EPFD/ECA's collective knowledge.

- Collaborate with other arts organizations to foster a better understanding and dialogue of successes and challenges.

Business Development and Revenue Generation:

- In collaboration with executive leadership, be responsible for booking events, managing revenue generation, and establishing short and long-term revenue event sales growth strategy.
- Identify and pursue new business opportunities including relationships with new clients including promoters and commercial clients to generate revenue opportunities.
- Prepare contracts and addendums with clients for review and signature by AED.
- Collaborate with marketing to develop materials and outreach efforts to promote rental opportunities.

Budgetary and Financial:

- Provide information from scheduling software, historic trends, and current prospective opportunities.
- Draft and review invoices to clients for the AED to approve, lead the rentals department to follow up on outstanding balances.
- Draft department budget for Rental Event Services operation in coordination with AED.
- On an annual basis review and revise pricing models with executive leadership and appropriate committee(s) to achieve continuous improvement of margins wherever possible.
- Track KPI's and trends to help inform strategic planning and decision making.
- Ensure all credit card receipts, check requests, vendor invoices, and other financial records are submitted to accounting in a timely manner.
- Work closely with the AED to track and implement budget vs actuals.

Rental Event Management & Operations:

- Serve as the primary point of contact for rental clients, guiding them through the booking process, event planning, and execution, coordinating workflow with Rental Event Services Coordinator.
- Support rental events by personally and /or leading event set up and on-site coordination as needed during events.
- Develop and maintain strong relationships with clients, providing excellent customer service and attention to detail. Work with clients to suggest ways to design their events to best take advantage of the venue.
- Negotiate rental agreements, ensuring financial and contractual terms are favorable and align with the center's policies for approval by the AED.
- Utilize internal venue operating platform to navigate bookings between other departments, including external and internal clients.
- Collaborate with internal departments (production, operations, marketing, and front of house) to ensure seamless event execution.
- Ensure the Rental Event Services department returns rental inquiries and client phone calls and emails in a timely manner and provide potential clients with specific information relating to booking their event.
- In collaboration with the rentals team and other departments as applicable, attend and support production meetings with ECA staff and clients to facilitate open communication and cooperation scheduling and events. Provide updated reports for such meetings.
- Request maintenance and repairs in common areas to maintain the appearance of the building, as needed.
- In collaboration with executive leadership and other appropriate departments, oversee, create, and implement policies and procedures for use of ECA internal and external clients.
- Identify best practices and trends in the industry and adapt rental event services procedures accordingly.
- Ensure compliance with all safety, security, and operational protocols.

PREFERRED KNOWLEDGE, SKILLS, AND ABILITIES:

- Excellent computer skills, including event management software; Microsoft Excel (arithmetic functions), Teams, Word, Outlook, Visio, Momentous.
- Familiarity with the industry the company operates in, including market trends, competitors, and potential clients.
- Knowledge of sales techniques and pricing strategies, marketing strategies, and customer acquisition methods.
- Excellent verbal and written communication skills to effectively convey ideas, negotiate deals, and build relationships with clients.
- Capacity to identify challenges, propose solutions, and overcome obstacles in the business development process.
- Effective management of time and resources to prioritize tasks and meet deadlines.
- Capacity to take initiative and drive business development activities independently.
- Ability to adapt to changing market conditions, client needs, and ECA goals.
- Interpersonal skills to work collaboratively with cross-functional teams and establish and maintain relationships with clients, partners, and stakeholders.
- Ability to exercise a high level of professionalism, judgment, and above all, discretion, and confidentiality.
- Strong negotiation, sales, and client relations skills.
- Knowledge of technical production, front-of-house operations, and event logistics.

QUALIFICATIONS, EDUCATION AND EXPERIENCE:

- Bachelor's degree in event management, arts administration, hospitality, or a related field (or equivalent experience).
- 3-5 years direct experience working in event management, venue rentals, facilities, hospitality, or theatre operations.
- Prior experience in a performing arts venue/organization, preferred. A minimum of 2 years' relevant experience in contract administration, a plus.
- Experience in budget management and revenue generation with a solid understanding of financial information and data.
- Current CPR/First Aid Certification (within 1st 90 days).
- Crowd Control Certification (within 1st 90 days).

WORKING CONDITIONS:

This position may have a moderate to high stress level associated with dealing with crowds of public visitors. The environment is mainly indoors, however position may be required to work outdoors and exposed to the elements (heat, rain, etc.). Potential hazards involving high places, working under structures such as lighting equipment and beams.

This is a full-time position; hours of work must be flexible and varied to meet the demands of the events of the facility. Must be able to work extended and/or irregular hours including day, nights, weekends, and holidays, as needed.

- Must be able to continuously stand or walk for extended periods.
- May require lifting, climbing, carrying, bending, stooping, squatting, and kneeling for extended periods of time.
- Ability to lift up to 40-pound items with or without assistance, while maintaining good balance.
- Ability to work more than 8 hours in a single shift.
- Standard office environment for administrative tasks. Moderate level of movement around the venue, often at a quick pace. Periods of remaining in a stationary position in an office setting and operating a computer.
- Unexpected interruptions occur often, and stress level is moderate to high.
- Noise level is quiet to moderate.
- Ability to observe details at close range during computer use and document review.

- Repetitive use of hands and wrists on computers and equipment.
- The ability to communicate information and ideas so others will understand. Must be able to exchange accurate information in these situations.

APPLICATION REQUIREMENTS:

Please send **cover letter describing qualifications, resume, three references, completed EPFD/ECA Application Form and Voluntary EEO Survey** (*available for download at <https://www.edmondscenterforthearts.org/who-we-are/employment>*) to careers@ec4arts.org OR to **Director of Rental Event Services**, Edmonds Center for the Arts, 410 4th Ave N, Edmonds, WA 98020. No phone calls please.

Edmonds Public Facilities District/Edmonds Center for the Arts is an Equal Opportunity Employer and is committed to advancing equity through our work and to becoming a more inclusive organization.

NOTE: Pursuant to the Immigration Reform and Control Act, all new employees must present acceptable documents verifying identity, and authorization to be employed in the United States. Additionally, all applicants must possess a valid Driver's License.

NOTE: An EPFD/ECA Application Form is required for all EPFD/ECA job openings. It is important that you review the application carefully. A candidate may be disqualified due to an incomplete application form. Any individual requiring ADA accommodation during any part of the selection process should advise EPFD/ECA of the need.