



## **POSITION DESCRIPTION**

### **Virtual and Onsite Events Manager**

The Virtual and Onsite Events Manager is a full-time position that serves as a key member of the Development and Communications team. The ideal candidate will have a proven track record in planning and executing successful events across a variety of formats involving virtual, onsite, and hybrid program delivery. The Events Manager works cross-departmentally and is responsible for overseeing all aspects of event planning, from conceptualization to execution, ensuring seamless and memorable experiences for both in-person and virtual attendees.

The Virtual and Onsite Events Manager is a member of the Programs Committee and reports directly to the Vice President of Development and Communications.

*Due to the nature of the work, telecommuting is limited to one day a week based on HD policy.*

### **Essential Duties and Responsibilities**

#### **Key Responsibilities:**

##### **1. Event Planning:**

- Develop, plan, and execute a diverse range of events, including forums, lectures, receptions, meetings, webinars, and virtual programs.
- Collaborate with museum curators and educators to ensure public events enhance the visitor's understanding and appreciation of history.
- Work with the Development team to produce donor recognition and cultivation events, members' trips, and other high-value experiences for donors and prospects.
- Work with the Visitor Services Manager and the Marketing department to establish, monitor, and report on all aspects of participant registration.
- Coordinate program participant dining and lodging arrangements with the Deerfield Inn and, occasionally, outside caterers/vendors.
- Create comprehensive event timelines and project plans.

##### **2. Logistics and Contract Management:**

- Coordinate all logistical elements for onsite events, including venue setup, catering, audio-visual needs, transportation, and accommodations.



- Manage virtual event logistics, including platform selection, technical setup, and attendee engagement strategies.

Generate, process, and monitor contracts for outside speakers, demonstrators, and other program contractors.

### **3. Budget Management:**

- Develop and manage event budgets, emphasizing cost-effective solutions that align with the museum's financial guidelines.
- Manage inventory of event production supplies.
- Negotiate contracts with vendors and suppliers to optimize budget allocation.

### **4. Marketing and Promotion:**

- Work closely with the marketing team to develop promotional strategies for events.
- Draft content for the marketing team to deploy on various channels to drive attendance and engagement, including social media, email campaigns, and targeted direct mail outreach.

### **5. Attendee Experience:**

- Focus on creating exceptional attendee experiences for both onsite and virtual participants.
- Implement strategies to enhance participant engagement and satisfaction.

### **6. Technology Integration:**

- Stay abreast of the latest event technology trends and tools.
- In partnership with the Digital Engagement Specialist, utilize Zoom and other videoconferencing tools to deliver high-quality live and pre-recorded virtual and hybrid programming.
- Set up and operate audiovisual equipment for onsite and hybrid programming.
- Ensure a seamless online experience for remote attendees.

### **7. Post-Event Analysis:**

- Conduct thorough post-event evaluations to measure success against objectives.
- Collect feedback and insights to continually improve future events.

### **8. Facilities Rentals**

- Manage outside rentals of the Deerfield Community Center, including contracts, billing, and payments processing.



- Coordinate event facilities needs with the Maintenance and Security departments.
- Manage lodging arrangements for visiting scholars, presenters, and other program guests staying at Historic Deerfield properties.

## **9. Volunteer Coordination**

- Recruit and coordinate volunteers for various roles throughout the museum, with particular emphasis on the annual Holiday Wreath-Making program.
- Work with departmental supervisors to proactively ensure that all volunteers feel welcome and that their contributions are valued, from initial onboarding and training to departure and beyond.

### **Qualifications:**

- Bachelor's degree.
- Proven experience in planning and executing successful onsite and virtual events.
- Strong project management skills with attention to detail.
- Excellent communication and interpersonal skills.
- Ability to work under pressure and meet tight deadlines.
- Experience with event technology and virtual platforms.
- Creative thinking and problem-solving abilities.

### **Salary and Benefits**

Salary: \$45,000-\$49,000/year, depending on experience.

Benefits: Historic Deerfield offers a competitive benefits package.

### **Application Instructions**

To apply, please send a cover letter explaining qualifications, resume, and contact information for three professional references to [jobs@historic-deerfield.org](mailto:jobs@historic-deerfield.org). Please send all materials as attachments to an email with the subject of "Events Manager Search."

## **ABOUT HISTORIC DEERFIELD**

Historic Deerfield, Inc., a not-for-profit museum of American history and art in western Massachusetts. Historic Deerfield is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.