

North Carolina Transportation Museum Foundation

Position Description

POSITION: **Director of Special Events**

CLASS: Full-time

LOCATION: Department – Special Events

Location – Spencer, NC

POSITION REPORTS TO: Director of Administration

SEND RESUME TO: Marcus Neubacher - marcus.neubacher@nctransportationmuseum.org

COMPANY OVERVIEW

The North Carolina Transportation Museum Foundation is a 501(c)3 organized in 1977 to support the North Carolina Transportation Museum, a state-owned and operated agency, located in Spencer, NC. Once a steam locomotive repair facility for Southern Railway, the NCTM is a 60-acre industrial site converted to serve as the state's transportation museum. In its support of the NCTM, the NCTMF undertakes the following programs: 1) operation of an on-site passenger train ride; 2) operation of visitor gift shop; 3) planning of various special events, many of which include rail operations as part of the event offerings; and 4) donor solicitation activities.

PRIMARY PURPOSE OF THE POSITION

The Director of Special Events plans and coordinates the Foundation's major special events throughout the year. The majority of these events are family-oriented multi-day fundraising events that draw large crowds. Duties in the execution of events include but are not limited to proper planning, budgeting, purchasing, hiring and scheduling of event staff, preparation of ticketing, and working closely with other team members, customers, and vendors to achieve excellence in customer service. The person holding this position works with the Museum's Public Information Officer and contracted marketing agency to plan event marketing.

MAJOR RESPONSIBILITIES

- Planning, coordination, execution, and evaluation of the Foundation's signature events, including but not limited to: Wine & Dine on the Rails (Valentine's Day), St. Patrick's Train March), Easter Bunny Express, Brew and Choo Craft Beer Festival (August), Day Out With Thomas (September-October), and the Polar Express Train Ride (November-December.)
- Handling of all communications and logistics around event management.
- Development and assistance with the coordination of promotional material and other event marketing.
- Setting up and assisting with event ticketing along with documenting customer demographics for future marketing purposes.
- Observing event participant intake and developing a post-event report with all statistics.
- Position will offer input into projects, invited to meetings, and may be asked to assist other departments.
- Maintaining customer contacts and providing event related customer service.
- Planning and developing annual budgets for all special events.
- Interviewing, hiring, scheduling, and supervising part-time and contractual event related staffing, including front line visitor services, decorators, cast members (Polar Express), entertainment.

- Working with major licensing companies to comply with event guidelines for themed contracted special events.

KNOWLEDGE, SKILLS, & QUALIFICATIONS

- Proven background in event planning, including education and experience in related fields.
- Ability to work in a fast-paced, mission driven organization and juggle multiple competing tasks and demands.
- Ability to effectively recruit and supervise paid part-time temporary employees and museum volunteers for special events.
- Proficiency in Microsoft Office products (Word, Excel, Outlook, PowerPoint, etc.) and general comfort working with computer and web-based applications including ticketing software, point of sale devices, etc.
- Focus on exceptional service to customers, both internal and external.
- Exceptional communication skills at all levels of the organization.
- Must be a team player willing to contribute to a busy environment with a small staff.
- Strong organization skills.
- Ability to follow instructions and also work independently.
- Demonstrate strong interpersonal skills.
- Must be creative and detail-oriented.
- Must pass a criminal background check prior to employment and periodically as required by company policy.
- Must be familiar with and be able to demonstrate proper cash handling procedures.
- Must be able to secure proper ABC permitting to be the lead person for some events where alcohol is served, and to ensure compliance with all ABC regulations.
- Will be expected to work on weekends and evenings when specific special events are scheduled, including heavy evening and weekend scheduling in November and December.

PHYSICAL DEMANDS

- Work will include frequent standing, bending, climbing, kneeling and reaching.
- Work will need to be performed both inside and outside, including onboard moving trains.

COMPENSATION/BENEFITS

- Salary position that is considered exempt with a work schedule that frequently exceeds 40 hours per week.
- Competitive pay issued semi-monthly, with an additional monthly supplement for employee to use toward purchase of individual health care insurance.
- Paid vacation, holidays, sick/personal days.
- Flexible work schedule to compensate for weekends or holidays worked during special events or other specific assignments.
- Optional SIMPLE IRA plan available
- Pay Range \$52,000-\$58,000/year