



**Job Description**  
**Director of Programming & Events**

The 712 Initiative is a 501(c)3 nonprofit aimed at improving the economic vitality in redevelopment areas through investments in built environment, activating public spaces and delivering programs that increase social engagement and healthy lifestyles.

As Council Bluff's lead place-making agency, The 712 Initiative will focus on the community's existing assets by amplifying the built environment while eliminating slum and blight in order to stimulate the local economy, activities, and wellness. Through effective partnerships and promotion of existing programs, this place-making agency will develop innovative solutions to strengthen the city's downtown and West Broadway areas thus improving housing conditions, encouraging healthier lifestyle choices and making Council Bluffs a destination among residents and visitors.

The 712 Initiative Director of Programming & Events will specifically work towards the following goals for the organization:

1. CONNECT: Increase social connectedness of residents in Council Bluffs
  - a. Oversee community entertainment programming/events, esp. open street events.
  - b. Enhance promotion of city spaces and downtown districts.
  - c. Along with the 712 Initiative team, activation of Public Spaces through the implementation of place making strategies (art, lawn games, parklets, bike racks, green space).
  - d. Support community arts programs and events.
2. ENERGIZE: Enhance community life & well-being
  - a. Implement Active Event Programming (5K, Bike rides, Farmers Market, Yoga in the Park, etc.).
  - b. Create walkable and inviting places
  - c. Enhance access & inspire usage of city spaces for physical activity

The Director of Programming & Events works closely with the CEO to support the organization's strategic plan, the various committee members, community organizations, volunteers and board members in fulfilling the organization's mission, delivering programming, and achieving sustainable growth.

This is a full-time position is expected to be a self-starter but directly reports to the CEO. The Director of Programming & Events will be called on to oversee relationships with volunteers, sponsors, and vendors.

### **Job Summary**

Director of Programming and Events is responsible for developing, planning, implementation, and oversight of designated 712 Initiative community events, programs, and organizational gatherings that make Council Bluffs a dynamic healthy community where families and businesses choose to live, work and play. The Director works closely with responsible volunteer chairs and committee members to ensure that all events are delivered on time, within budget, and at the desired level of quality. This individual cultivates positive long-term relationships with all event stakeholders, especially committee members and sponsors, and seeks to consistently improve event execution and revenues. The Director is also responsible for providing support to other community organizations events to help ensure their success, when requested by the organization.

The Director reports directly to the CEO. Given the small size of the organization and the community, the Director must be a self-started team player, willing to tackle “other duties as assigned” to ensure the overall success and sustainability of The 712 Initiative.

### **Essential Functions**

#### **Annual Planning 10%**

1. Develops and manages annual event plan for the 712 Initiative to ensure that:
  - The 712 Initiative internal event calendar is coordinated to maximize value to community during all seasons without being overwhelming.
  - The 712 Initiative website is kept up-to-date by communicating with the Marketing & PR Coordinator
  - Event dates are publicized to the community as early as possible to avoid schedule conflict with other community events
  - Develop monthly, semi-annual and annual report of activities, successes and future plans to be presented to board, partners and funding sources
  
2. Annual event plan covers recurring 712 Initiative, programs, and organizational gatherings, including but not limited to:
  - Shamrock Shuffle 5K – March
  - Shoe Recycling Drive – April
  - Celebrate CB – Clean Sweep Events – May
  - CreekTop Gardens – May – September (included 2 volunteer days & children’s summer garden programming)
  - Farmers Market Council Bluffs – Bayliss Park – May – October
  - Electronics Recycling Drive – PR only – October
  - BIKETober/BLOCKtober – October
  - Winterfest Makers Village - November
  - Adopt a Street Program – Ongoing

- Neighborhood Movie Nights (3/4)– Summer/Fall
- Building a Better Bluffs – Quarterly DIY series in conjunction with Neighborhood Coordinator & Habitat for Humanity Council Bluffs partner

Will work on developing 1 new large event or small winter/cold weather series “712 Signature Event” for the community that increases social engagement, entertainment and/or healthy living. Example would be small venue partnership for music or comedy series during cold winter months not yet programmed (Dec, Jan, Feb)

### **Event Planning and Promotion 30%**

1. Produce and/or oversee detailed proposals for events (e.g. Timelines, venues, suppliers, legal obligations, staffing and budgets)
  - Develop and manage event budgets
  - Oversee procedures for all major processes
  - Administers events and activities in accordance with the policies, strategies, and mission of the 712 Initiative.
  
2. Plans and coordinates event-related services and general event logistics, including but not limited to:
  - Facilities/amenities
  - Street closures/city permitting
  - Reservations
  - Signage
  - Displays
  - Special needs requests and requirements
  - Event security
  - Marketing and publicity
  - Event-related materials (e.g., handouts, giveaways)
  
3. Develops and manages event organization structure and procedures, motivation of volunteers, income and expenditures, community relations, service and promotion
4. Coordinates contract negotiations with groups and venues; final approval authority of all contracts is provided by the CEO.
5. With the assistance of the Marketing & PR Coordinator, enhances The 712 Initiative event & program visibility and participation with multi-outlet communication/advertising strategy including but not limited to: local paper, direct mailings, posters, social media sites as Facebook, Twitter, LinkedIn, and others; and community event calendar on 712 and Convention and Visitor’s Bureau website, [www.unleashcb.com](http://www.unleashcb.com)

### **Event Execution 35%**

1. With support from the Board, recruits committee Chairs and coordinates volunteers for designated events and programs.

2. Maintains direct, regular contact with personnel from the various outside organizations
3. With the Marketing & PR Coordinator, prepares and sends timely communications such as save-the-date notices and invitations and works with media and marketing vendors to develop advertising materials and marketing plans
4. Maintains continuity and consistency with The 712 Initiative branding and reputation by standardizing event operational procedures
5. Attends all events and acts as the key contact to ensure success
6. Monitors activities to ensure conformance with the 712 Initiative's policies and guidelines
7. Develops and maintains positive working relationships with other agencies, community organizations, economic development, tourism, city and county officials to further promote the Council Bluffs area.
8. Attends local community events to raise awareness of The 712 Initiative and obtain local support for solicitation opportunities

#### **Event Follow-Up 10%**

1. Prepares timely thank-you notes to speakers, sponsors, and key volunteers after events
2. Conducts post-event evaluations and debriefs to determine how future events can be improved
3. Maintains all necessary records associated with each event, communicating with the CFO to ensure all revenues are being billed and collected in a timely fashion
4. Updates checklists, templates, project plans, and other tools to streamline and simplify execution the next time a similar event is conducted

#### **Finances and Revenue Generation 5%**

1. Solicits, secures, and grows sponsorship relationships for each event.
2. Monitors expenses with respect to budget and recommend areas for cost-savings
3. Reviews actual revenues and expenses versus budget frequently with the CFO and CEO

#### **General 712 Initiative Programming Support 5%**

1. Assist Wellmark Blue Cross Blue Shield drive and report on the Council Bluffs Healthy Hometown Initiative.
2. Attends other organizations meetings to stay informed on events and happenings in community as assigned.
3. Regularly inspect the community garden property for vandalism and upkeep.

#### **Administration 5%**

1. Regularly meets target dates for deliverables by establishing correct priorities, developing a suitable work plan, and then managing work time accordingly
2. Prepares weekly update communication to CEO of activities, progress and needs
3. Prepares monthly reports of key events and activities for the board
4. Regularly coordinates and communicates activities with other 712 Initiative team and community members

5. Manages committees as assigned; prepares minutes for board and committee meetings and reports progress

### **Non-Essential Functions**

1. This position may occasionally require travel for meetings or conferences. Reaching, lifting, and carrying is required when setting up for events.

### **Discipline Knowledge Required**

1. The Events & Program Director should have some at least three (3) years' experience planning and executing events of all sizes, ideally for a community organization. 4-year degree preferred but not required.
2. Individuals in this position must have demonstrated success in:
  - Communication (listening, writing, and speaking)
  - Building and leading teams that include volunteers
  - Developing, implementing, and monitoring goals, objectives, and action plans
  - Using Microsoft Office (i.e., Word, Excel, PowerPoint), Constant Contact (or similar program), Adobe Suite a plus.
3. Individuals in this position must be:
  - Highly motivated and self-directed in achieving participant satisfaction and revenue goals associated with each individual event
  - Able to multi-task, meet tight deadlines, and maintain composure under pressure in a fast paced environment
  - Committed to maintaining a professional appearance and demeanor at all times
  - Creative in crafting solutions that maximize communication quality and quantity while minimizing costs
  - Willing and able to handle a broad spectrum of day-to-day work duties as related to operations of the organization
  - Willing and able to work evenings and occasional week-ends as required for The 712 Initiative events
4. Ideally, individuals in this position are familiar with:
  - The Council Bluffs business and community needs
  - Basic project management techniques or methodologies

### **Additional Skills Required**

Individuals in this position must possess high levels of the following:

**Self-Management skills.** Must be able to manage own time and priorities to ensure that deliverables are completed on time, within budget, achieving the desired scope, and at the required level of quality.

**Process skills.** Must be detail-oriented. Must be committed to providing prompt responses to inquiries and requests, and to being relentless in following up until tasks are complete

**Thinking skills.** Must be able to demonstrate success in solving problems, managing multiple priorities, escalating issues appropriately, making decisions, and developing creative approaches to intractable issues.

**Interpersonal skills.** Must be able to listen actively, synthesize ideas, and obtain cooperation from others in transforming those ideas into action. Must be skilled at communicating orally and in writing, with emphasis on ability to present ideas clearly and concisely. Must be adept at maintaining effective working relationships with a wide variety of individuals at all levels in different professions.

**Professional skills.** Must exhibit maturity and professionalism in personal behavior when officially representing The 712 Initiative and even when off duty.

**Psychological skills.** Must balance focus with flexibility, enthusiasm with patience. Must be willing to take ownership and initiative. A positive, partnership perspective is essential, as is a high tolerance for ambiguity.

*The above statements are intended to describe the general nature and level of the work being performed. This is not an exhaustive list of all duties and responsibilities associated with it. The 712 Initiative reserves the right to amend and change responsibilities to meet business and organizational needs.*

Compensation: Compensation will be based on experience and salary history in the range of \$45,000 - \$60,000 annually plus medical, dental and 401k benefits. Although a salary position, comp time will be offered for after hour and weekend labor associated with the position.

To apply send cover letter and resume to:

Sheryl Garst, CEO  
The 712 Initiative  
[sgarst@the712initiative.org](mailto:sgarst@the712initiative.org)

The Position will remain open until filled.

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