



## **Events Manager**

Full-time salaried position

### **Location**

Full time on-site: 690 Van Ness Ave, San Francisco, CA 94102

### **Reports to**

Director of Development

### **Compensation**

\$73,000 - \$80,000 salaried, based on experience

100% employer funded health & dental benefits after 90 days

*Other benefits include 10 paid holidays, 2 weeks PTO, staff lunch, cell phone reimbursement, and wellness stipend*

### **Hours**

40 hours per week

Will include multiple evenings and weekends per week

Typical schedule will likely be Tues - Sat. Hours will be approx 2pm-10:30pm on event days 2-4 days per week, and flexible hours on most non-event days

### **Application Deadline**

May 31, 2023

## **Organization Description**

Farming Hope is a food justice nonprofit and culinary job training program. Our paid, transitional employment program helps adults transition to personal well-being while nourishing food-insecure neighbors and rescuing food from going to waste.

Our Apprentices are overcoming obstacles to employment as they seek to reenter the workforce. Some are justice impacted, housing insecure, in recovery, refugees, survivors of a crime, or long-term unemployed. We offer on-the-job training, empowering folks with opportunity while also giving them a chance to feed it forward.

We are a highly collaborative, community-based organization dedicated to making a difference. Learn more about our organization at [farminghope.org](https://farminghope.org).

## **Job Overview**

Are you interested in joining a committed team that is passionate about changing the world, one event at a time? Then you may find yourself at home at Farming Hope.

We do things differently than any other event venue; as a nonprofit social enterprise our goal is to empower our Apprentices, ensure access to food is a human right, and to inspire folks to give back to their community. This makes for a dynamic and fulfilling work experience. For people with a love of hospitality, food, and sales, and who have a deep desire to change the world, it's game-changing work in a beautiful space with a meaningful culture.

The events manager will lead all events at Farming Hope, including our internal fundraising events and venue buyouts. The person in this role is a member of our Development Team and will have opportunities to create systems and relationships. We host an average of 2-4 events per week at our community food hub called "Refettorio San Francisco," located in a historic building on Van Ness Ave. This is a role with a high expectation of co-ownership and commitment at the organizational level. Farming Hope is at a growth point, requiring additional experienced and visionary staff to help develop our model. We have a highly collaborative environment with a team of passionate colleagues.

The internal fundraising events that the Events manager will coordinate include our Guest Chef Dinners, our quarterly Apprentice Dinners, our Annual Fundraiser, and more.

The primary focus of the role is venue buyouts, and the Events Manager will lead the sales, marketing, planning, and coordinating events at Farming Hope. All events are uniquely part of our mission as job training opportunities for our Apprentices, as well as part of our business model by generating revenue for the organization. From past events, clients have included corporate dinners, nonprofit fundraisers, team building cooking classes, weddings, and private cocktail parties. The right person for this role will enjoy expanding our network of clients and fostering our brand while helping train and mentor Apprentices in their journey back into the

workforce. We are proud that our events invite our guests to think differently about hunger and joblessness by hearing our story and helping to break down social stratifications and barriers in our city.

There will be many opportunities for learning and growth. As a job training nonprofit, Farming Hope advances a culture of continual learning and professional development, emphasized by our participation in national networks and including the Catalyst Kitchens and REDF networks, as well as weekly check-ins and open access to colleagues and external mentors for coaching and support.

## **Scope of Work**

### **Sales**

*The Events Manager will partner with the Development Director to meet and exceed quarterly sales goals.*

- Solicit new event clients using marketing platforms, google ads, word of mouth, networking, and other tactics
- Build relationships with event planners, caterers, organizations and individuals who need event spaces
- Offer site visits to potential clients and vendors
- Create event proposals and contracts
- Work with Farming Hope staff to confirm viability of events at Refettorio
- Continually refine our offerings to present a cohesive brand
- Close sales through signed contract, payment collection, and maintain systems to track progress toward sales goal

### **Event Planning**

*The Events Manager will oversee customer service aspects of events from initial planning to day-of coordination.*

- Serve as top accountability manager for all events
- Coordinate and maintain relationships with all vendors and clients
- Manage and coordinate events calendar, including rentals and in-house events
- Lead client communication with impeccable professionalism (ie 1 business day response turnaround, completely self-directed)
- Create budgets for each event and issue invoices and payments, maintaining correct records for finance team
- Serve as organizational expert on events, including external requirements like alcohol permitting or fire codes
- Project manage team members across departments for all events; including coordinating job-trainee Apprentices, volunteer, and culinary staff needs for each event, leading as needed

events meetings with stakeholders, maintaining events checklists and timelines, and conducting debriefs to identify and share opportunities for improvement

### **Event Execution**

*The Events Manager will be the onsite events lead and direct staff before, during, and after each event.*

- Oversee vendors, FOH staff, volunteers and Apprentices and coordinate with BOH culinary team or external chefs and caterers
- Lead all day-of event logistics, from lights on to lights off
- Handle all customer service issues
- Create a welcoming and inclusive environment for all guests, vendors, and staff
- Advance the mission of Farming Hope by fostering moments of connection and learning

### **Team Collaboration**

*The Events Manager will be an integral member of our team*

- Incorporate training opportunities for Apprentices into event execution, whether staffing the dish pit, working with internal or external culinary, and/or front of house serving opportunities
- Collaborate with Program Manager for scheduling
- Work with Development Director and team to execute corporate volunteer experiences
- Provide feedback to Program team regarding Apprentice performance, growth, and progress
- Other duties as assigned that are needed to help drive to our vision and fulfill our mission
  - Farming Hope is a small team, and as such we expect that 5-10% of every team member's duties will be helping the organization as needs arise

### **Candidate Qualifications**

- *Self-starter:* To grow our impact and scale, the organization requires a highly motivated and ambitious individual who has demonstrated success leading event sales and execution for an organization.
- *Experience, not just passion:* We need a candidate able to help build our event pipeline system, and take full ownership and accountability. Candidate must have:
  - 3+ years experience in events or hospitality management
  - Experience with sales and marketing
  - Strong spoken and written communication skills
  - Equanimity and a sense of humor

- *Detail-oriented:* This role requires someone with impressive administrative and customer service skills. Those who find details boring need not apply.
- *Structural thinker:* Are you able to create and manage systems that new employees and trainees can easily learn? As we scale, we need a leader who can help create sustainable, internal systems.

*Additional preferred qualifications:*

- Bilingual in Spanish
- Local catering connections
- Nonprofit experience and/or programmatic/training background
- Lived experience of barriers to employment
- Experience with project management programs

## **To Apply**

Send your resume and a cover letter as PDF files to [hire@farminghope.org](mailto:hire@farminghope.org).

Farming Hope is an equal opportunity employer. We enthusiastically accept our responsibility to make employment decisions without regard to race, religious creed, color, age, sex, gender, sexual orientation, gender identity, national origin, religion, marital status, medical condition as defined under State law, disability, military service, pregnancy, childbirth and related medical conditions or any other classification protected by federal, state, and/or local laws and ordinances.

At Farming Hope we have a clear vision to be a place where a diverse mix of talented people are able to learn, teach, and grow. Diversity is more than a commitment at Farming Hope—it is necessary to advance equity and inclusion for the Apprentices in our training program and our guests in the community.

*farminghope.org*