CALIFORNIA STATE RAILROAD MUSEUM FOUNDATION

Honoring the past. Inspiring the future.

CALIFORNIA STATE RAILROAD MUSEUM FOUNDATION (CSRMF)

Director of Events and Marketing

Overview of the Position

In this newly created Foundation position, the CSRMF Director of Events and Marketing reports to the President and CEO and works closely with Foundation staff, Museum Docents, Sacramento Southern Railroad Volunteers and State Parks staff. The Director of Events and Marketing supervises the Events Coordinator and the Programs/Marketing Coordinator and other volunteers/interns as needed. The reporting location is 106 K Street, Suite 200 in Old Sacramento and complimentary daily parking is available directly behind the California State Railroad Museum. Responsibilities of this senior executive role include high-level event strategy development and implementation and we require significant technical event management experience as well as outstanding interpersonal skills and a true commitment to Foundation team members, all Volunteers and Docents and State Parks staff.

Types of events included within the portfolio of the Director of Events and Marketing include:

- Membership and Volunteer Appreciation
- Fundraising Opportunities in the Museum and with the Sacramento Southern Railroad
- Themed Excursion Trains (Spookomotive and Farm to Fork Trains)
- *The Polar Express*™ excursion train ride. This large multi-day event is staged during the holiday season in Old Sacramento and is the number one fundraising event for the Foundation. Significant hours are required and a sample list of duties include oversight of ticket sales, volunteer coordination and hospitality, passenger station entertainment and on-board entertainment coordination, contracts for cookies and cocoa, lighting and security services and coordination of all paperwork and permits with California State Parks among other things.
- Other events and industry conference coordination as needed

Types of Marketing projects included within the portfolio of the Director of Events and Marketing include:

- Project management and oversight of the marketing contractor and the public relations contractor
- Management of email member newsletters (2 times a month)
- Oversight of member email campaigns as needed (estimated 1-2 monthly)
- Social media execution
- Website updates (CSRM, Railtown, Docent Website)
- Creation of Marketing Calendars (CSRM and Railtown)

Examples of Essential Duties

- Develop key tracking templates to ensure schedules, budgets and deadlines are met
- In coordination with the Foundation Director of Development support event sponsor solicitation and fulfillment

- In coordination with the President and CEO and outside marketing contractors, identify the event promotion schedule
- Serve as lead staff member with vendors, speakers and volunteers on all event-related matters
- With the support of the Events Coordinator, prepare signage, nametags, event materials, notebooks, packages, gift bags, registrations lists, seating cards, etc.
- Coordinate all event logistics including audio visual, meals, transportation schedules, etc.
- Coordinate on-site production of events and coordinate clean-up as necessary
- Establish and maintain a usable and well-communicated schedule for all phases of the event
- Communicate project progress, expectations, timelines, milestones and other key project metrics to team members

Our preferred candidate will possess the following qualities:

- Strong interpersonal skills and have demonstrated success working with volunteers and large teams
- Understand, appreciate and thrive in a team environment with business partners, volunteers, managers and Board members
- Be highly organized and detail-oriented, with a logical approach to event management and be comfortable managing multiple priorities
- Have 8-10 years of event management experience
- Have demonstrated skills in a variety of marketing areas such as writing, editing, public relations and social media
- Impeccable written and oral communication skills
- Prior experience with a website content management system is important
- Have strong budgeting skills
- Be able to respond to changing situations in a flexible manner to meet current needs
- Possess efficient computer skills, including the ability to use Microsoft Office and experience with database software is a plus
- Be able to work independently, exercising good judgement and professionalism
- Must be willing to work weekends and holidays

Salary Range

Salary range for this leadership position is $65K - $75K depending upon experience. Benefits package includes free parking, three weeks of paid vacation, 90% coverage of medical insurance and full coverage of vision and dental insurance and a 401K retirement plan.

How to Apply

Cover letters and resumes will be accepted until Friday, March 8th with interviews of selected candidates expected to occur on March 13th. Please send your submission by email to Cheryl Marcell, President and CEO at cmarcell@csrmf.org.