EVENTS DC

Engage, Excite, Entertain.

Events DC is the face of conventions, sports, entertainment and cultural events within our nation’s capital. As the official convention and sports authority for the District of Columbia, Events DC leverages the beauty, history and diversity of the most powerful city in the world to attract and promote an extensive variety of events, resulting in amazing experiences for residents and visitors alike, and generating economic and community benefits for the city.

Our success comes by focusing on divisions that reflect three lines of business: Conventions and Meetings, Sports and Entertainment, and Special Events, where we make a range of strategic investments in the region’s marquee sports, entertainment and cultural properties. Each division is driven by the desire to bring stellar events to Washington, DC by providing superior customer service to our clients and visitors.

SUMMARY DESCRIPTION

The Chief Creative Officer is responsible for the development and execution of all in-house created and produced events. The goal of the division is to develop content and create events that lend to providing both revenue opportunities, as well as economic benefit for Events DC through visitor attraction and direct spending inclusive of increased hotel stays, and restaurant patronage in the District of Columbia. The incumbent will develop a comprehensive creative strategy that explores beyond industry norms to drive new business opportunities. The incumbent will lead and inspire a team of creative content and production personnel to achieve the organizational goals.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or logical assignment.

Creative Services

- Responsible for managing Creative team within overall division.
- Lead the creative process while partnering with multi-disciplinary teams from ideation to execution.
- Oversight and management for ideation and creation.
- Responsible for curation of ideas or concepts – ideas or concepts may be borne from internal customers (i.e. our Lines of Business); external customers or stakeholders; or within the Creative Services Department consistent with the mission of the Authority.
- Manages collaborative working relationships with strategic partners and stakeholder organizations to develop or structure agreement for new concepts or events to be created.
• Responsible for developing conceptual designs for events, inclusive of layout, format, storyboarding, proposed targeted audience.
• Conduct appropriate research and perform analysis to support purpose of proposed event.
• Responsible for developing budget and pro formas for proposed events to ensure financial feasibility.
• Work with senior leadership to obtain any approvals required for authorization of proposed work.

Production Services
• Responsible for managing the Production Department within the overall division.
• Manage all aspects of event production for both small and large scale events, from approved concept through event execution.
• Oversee and track all aspects of event budget and production schedules related to event execution and production.
• Negotiate and procure service partners, sponsors, talent and any other vendor agreements related to production.
• Collaborate with Communications & Marketing in the development and implementation of marketing plan for events.
• Oversight and management for onsite event operations resources, inclusive of in-house staff and vendor personnel, as well as collaboration with other departments to assist with event execution; manage all facility or event related equipment or services related to event production (audio visual, rigging, food & beverage, telecom, security, lighting, technology, etc.).
• Manage or facilitate customer engagement (both internal and external) as part of event production to enhance event experience.
• Perform proper event close-out activities, post event assessment and documentation, and reporting as appropriate.

Managerial Administrative
• Management of the Creative and Production departments including oversight for the budget within the divisions.
• Foster a thriving, inspirational, creative and productive work environment lending to the team being more engaged in advanced thinking and working, while also promoting team meetings, brainstorming, knowledge-sharing, and other strategic, as well as creative tools.
• Supervise and develop all staff within the division; adhering to Authority personnel policies and procedures;
• Manages administrative tasks, including, but not limited to budget formulation and procurement management; board and stakeholder buy-in and approval of event concept; and collaboration with internal departments.
• Formulate short and long-term creative goals and strategies for achieving them.
• Maintain consistency over the quality and message of team’s output.
• Assign tasks to team and supervises their timely completion.
• Monitor creative budget, making sure all projects are delivered within the projected parameters.
• Enforces deadlines and maintains efficiency in the creative department.
• Coordinate with vendors for timely delivery of goods and services.
• Participation in the hiring and supervising of Creative and Production Services staffing.

SKILLS, KNOWLEDGE AND ABILITIES
• Leadership experience in experiential events, festivals or large-scale consumer entertainment events (including events, theatrical, live music, runway, original tech innovative with large budgets).
• Demonstrated experience and understanding of creating and producing large-scale events; demonstrated command of costs and production feasibility in relation to creative concept, programming and design.
• Experience directing the full life cycle the entire event experience and shaping the guest/experience narrative with top tier level talent.
• A deep awareness of performance and installation trends, artistry and technology to create original concepts from the ground up.
• Must have a proven track record of positively impacting brands through event creation projects, while having a passion for content, and driving revenue while building audience.
• Clear articulation of Events DC’s goal behind the creation of event portfolio consistent with the Authority’s
• Project management skills to manage editorial schedules and deadlines within corporate and ongoing campaigns.
• Must be able to take charge of any situation, exerting a dominant vision and encouraging others to support that vision.
• Must have exceptional communication skills and be able to bridge the gap between the business and creative sides of the company.
• Must be able to multi-task and manage a number of different events at once.
• Must be able to translate ideas into actionable, revenue generating events.
• Exceptional negotiation and mediation skills.
• A willingness to embrace change and to adapt strategies on the fly.
• Experience acquiring, managing and retaining talent.
• Ability to administer and adhere to corporate policies, procedures, and protocols.
• Comfortable with acting as Events DC’s spokesman and advocate via media appearances, interviews, sales calls, trade shows, etc.

CORE COMPETENCIES (EXECUTIVE STAFF)

• Job Knowledge and Technical Expertise
• Leadership
• Human Capital
• Strategic Thinking
• Operational Effectiveness
• Financial Awareness
• Entrepreneurship
• External Strategic Awareness

ADA ESSENTIAL FUNCTIONS

• This job operates in a professional office setting. This role uses standard office equipment such as computers, phones, photocopies, filing cabinets and fax machines to perform day to day duties and activities.
• The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.
• While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms.

MINIMUM QUALIFICATIONS

• Bachelor's degree in Hospitality Management, Marketing, Business, Public Relations or related field. Master’s Degree preferred.
• Ten years of experience as a respected leader in event creation and/or production.
• Experience with creating original and inspired programming for divergent target demographics. Expertise in all major business software applications (Adobe Creative Suite, Microsoft Office, etc.).
• HR-related experience including hiring, managing, performance reviews, compensation packages, etc. required.

REQUIREMENT

• All positions require candidates to successfully complete our background screening process.

In an effort to protect our environment from paper waste all candidates must apply on-line on our website:

Computers are available in the Labor and Contractor Office (Access Control) at 1116 7th Street NW
Monday – Tuesday and Friday – 7:00 a.m. – 11a.m.
Wednesday and Thursday – 8:30 a.m. – 3:00 p.m.
All candidates will be considered without regard to race, color, religion, sex, age, national origin, marital status, disability or sexual orientation.