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| **Job Title:** | Director, Events & Programming |
| **Classification/Status:** | Exempt / Full-Time |
| **Department:** | Events & Programming |
| **Reports to:** | Executive Director |
| **Location:** | Hybrid |

**The Organization:**

CFA Society New York (CFA NY) has been a leading forum for the investment community since 1937. The mission is to serve all members and investment professionals’ needs and educate the investing public. We provide the premier forum for exchanging information among investment professionals, corporate management, and other interested members and strive to maintain an active leadership development program, career assistance, and continuing education. We encourage the pursuit of high standards of ethics and professional conduct and promote integrity and professionalism. Today, with a community of more than 12,000 members, CFA NY is the largest of the 150+ societies that comprise CFA Institute worldwide.

CFA NY has planned for 76 events in 2022, with a similar number of events anticipated in 2023. 50% of our 2022 events have been successfully completed to date. We are moving towards a hybrid model with both in-person and virtual events. These events anchor the Society’s engagement with our members and constituents in the investment management community.

**Summary:**

The Director supports the vision, strategy, and long-term management approach for events and programming for the Society. These events and programming deliver value to CFA NY’s members and constituents by supporting their career development, and by providing a focal point for community engagement. The Director partners with volunteer leaders and external partners to organize and deliver quality Society events and programming. Internally, the Director oversees and provides direct support for all planning and logistics for events and programming, and partners with other Society team members to ensure successful marketing and promotion for these programs.

The Director plays a leading role in understanding both the Society’s broader communication goals and audience needs, and managing the teams tasked with creating the most impactful content that brings the two together. This position partners with teams in Marketing and Media Production to identify major communications goals, target audiences and relevant user data to produce the most effective content for audience expansion and engagement.

The Director reports to the Executive Director and works directly with project managers, volunteer leaders, board members and informs promotional strategies to reach and engage new and existing audiences. Like all director level positions this role serves as a member of the leadership team.

The successful candidate must have a demonstrated ability and passion for planning and managing events that provide high value to attendees as well as developing quality programming to engage membership.

**Essential Functions:**

* Work with CFA NY staff leadership, volunteer leaders and third-party partners to plan and schedule a robust calendar of events and programming that meets the career development, professional learning and networking / community engagement needs for Society members and constituents.
* Oversee and directly contribute to the flawless execution of events and programming, regardless of size or format (i.e., in-person, hybrid, virtual) to drive revenue and engagement, and to build our community of volunteers, and other constituents.
* Managing detailed events logistics, including supervision of junior event and programming team members
* Support Interest Group leaders in planning, logistics and management of Interest Group meetings. Share learnings and needs from Interest Group meetings with Society leadership to help identify opportunities for improvement in the Society’s events and programs based on these insights.
* Develop and track accurate audience registration, revenue, and expense budgets along with improving processes and procedures to ensure efficiencies and economies of scale for events and programs
* Communicate effectively with a variety of stakeholders including board members, volunteer leaders, gatekeepers, third-party partners, and staff teams to ensure proper messaging, timing, and execution of the plan and support of specific events
* Speak effectively on behalf of CFA NY in public settings when needed
* Understand the Society’s engagement and revenue goals and metrics related to events and programming, and support / contribute to ongoing reporting for all event/program campaign roadmaps, performance, insights, and optimization
* Manage and develop the team to build and execute creative and engaging events
* Directly supervise the efforts of staff and volunteers during evening and weekend events
* Ensure member voices are fully integrated in, and member participation is maximized across all streams (including programs, communications, external affairs, etc.)
* Work directly with members and CFA Institute to identify opportunities to amplify members’ work in programs and events and connect with members to assure that they feel valued and provide opportunities for them to participate in programs and events
* Work with Marketing to conduct outreach to existing members and new members on a regular basis to ensure members are appreciating the value of membership
* Ensure external facing information on members – bios, programs, in the news – is updated on the website in a timely and systemic manner
* Design the annual Events Calendar, working with directors, Programming Committee to ensure the Event calendar is well balanced and managed across the team, with clear points of contact for each individual project
* Work with Programming Committee to continually ensure events are clearly defined with transparent goals and metrics and adjust according to business needs/data
* Travel up to 15% may be required for this position
* Other duties as assigned, timeframe may include some early mornings, weeknights, and weekends

**Experience and Attributes:**

* Bachelor’s Degree
* 5-7 years of experience in organizing and managing successful quality events
* Demonstrated ability to generate revenue through events and programming
* Proficient using Microsoft Office along with demonstrated skills using databases (Cvent and Salesforce), and other event related tech-skills
* Experience interacting with board members
* Sales/Marketing experience with superior customer service and strong project management skills
* Self-accountable and self-motivated with the ability to work collaboratively across multiple teams
* Must be extremely proactive and reliable
* Outstanding oral and written communication skills. Must possess excellent email etiquette
* Must possess extraordinary attention to detail with the ability to work on several projects simultaneously and deadline driven
* Ability to work flexible hours including long shifts, early mornings, evenings, and as necessary with the ability to meet multiple tight deadlines

**Physical Requirements:**

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Requests for reasonable accommodations will be considered where an accommodation would enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to: sit, walk, occasionally required to reach with hands and arms, continually required to talk or hear, occasionally required to bend, lift, or climb, frequently required to lift and carry light weights (25-50 pounds).

**Additional Requirements:**

This position is subject to CFA NY’s policy of requiring proof of Covid-19 vaccination among its employees; applicants who are unable to be vaccinated due to a medical or religious reason may request an exemption from the vaccination policy, which will be considered on a case-by-case basis. Position will be attending onsite and offsite events with travel as needed.

If you are interested in applying but do not come from the non-profit events space, please include a summary of your experience in other areas that might position you for success to be considered for this position.

**Compensation:**

* Base Salary Range $100K-$105K
* Performance bonus potential
* Excellent benefits package including medical, dental, and vision; 401k plan; and 4 weeks PTO

**Please submit a cover letter, resume / CV, LinkedIn profile link, writing sample and compensation expectations to: jobresumes@cfany.org and reference the job title in the subject line.**

CFANY is an equal opportunity employer. All qualified applicants are considered for positions without regard to race, color, religion, sex, national origin, age, physical or mental disability, genetic information, sexual orientation, gender identity or expression, veteran or uniformed service member status, or any other category protected by applicable federal, state, or local laws.

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