



## **1440 Events and Programs Manager**

### **Position Summary:**

The 1440 Events and Programs Manager creates 1440 aligned and branded events, programs, and experiences and manages the team of teachers and facilitators providing these offerings. These events and programs include ongoing ancillary classes for all guests, specialty classes for guests not in other programs, 1440 branded multi-day programs, and day and evening events. The manager is the driver of these offerings and develops the curriculum, works with marketing and central reservations to sell the programs and events, and manages teachers such that all offerings align with 1440 Multiversity's mission, brand, curriculum, and guest experience standards.

The goals of the position are to develop experiences that are well aligned, unique, contemporary, and highly desirable to potential guests; partner across the organization to ensure that these experiences are successful; and deliver exceptional experiences to 1440 guests. This position is also responsible for developing a high functioning, guest-focused teaching team.

### **Accountabilities:**

- Design curriculum and create events and experiences that are desirable for potential 1440 guests and align with 1440's mission and brand.
- Working with senior leadership, develop successful delivery mechanisms for the key components of the 1440 branded experience. These components may include and are not limited to introductions, key teachings or experiences that routinely delivered, regular protocols / etiquette for teachers, etc.
- Own the successful execution of all 1440 events and branded offerings, ensuring sales and guest satisfaction. Drive the creation, planning, and execution of offerings, as well as the experience of guests will have throughout the engagement.
- Collaborate with Marketing, Learning and Experience, Event Production, Guest Experience, and other departments to ensure that all classes, multi-day programs, and events are well branded, marketed, sold, and produced.
- Work across the operation to help develop and ensure a full campus experience for all guests, both in and out of scheduled class / event times.
- Hire and manage an effective team of teachers that embody the values of 1440 Multiversity. Proactively communicate with teaching staff regarding employment, expectations, schedules, policies, etc.
- Provide leadership and mentoring to teachers to support successful class design, teaching / facilitation, and new class development. Maintain a culture of best teaching practices.

- Manage systems and budget to support development of offerings, maintain teachers' schedules, maintain class schedules based on occupancy, and evaluate offerings.
- Draft class, program, and event descriptions and create guest schedules, and work with Marketing and Production to finalize communications.
- Meet with guests to ensure a strong and positive program experience.
- Maintain a feedback system for teachers and the program to guide refinements and improvements.
- Provide analysis to senior management to support optimal response to business opportunities and risks. Provide input on growth of the department, bringing concepts to executive team and following through with actions.
- Develop policies, procedures, and business processes that ensure compliance to professional standards, state and local licensing, and regulations.
- Collaborate with Production to ensure the physical environment, equipment, supplies, and materials are suitable for teaching staff.
- Be available and on campus for key events and programs, as well as during times when there are large guest counts. This will include working some evenings and weekends.
- Complete other projects and tasks as assigned by senior management.

### **Essential Skills and Experience**

- Advanced education or certification in related field and/or three to five years managing a successful business in health and wellness, embodied movement, or personal growth and/or three to five years' program and event development experience.
- Demonstrated success designing, selling, and delivering experiential content. Knowledge of teaching and learning process (designing, implementing, and evaluating).
- Leadership experience of both teachers and administrative staff.
- Exemplary communication and relationship skills.
- Success in managing a revenue-driven business.
- Computer skills, including Microsoft Office Suite, scheduling systems, reservations systems, etc.
- Weekend, evening, and holiday availability.