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## **Job Description**

**Title:** Events Manager

**Reports to:** Hospitality Manager

**Department:** Hospitality

**Job Type:** Full-Time Position

### **Position Summary:**

We are seeking a dedicated and experienced Full-Time Event Manager to join our team at the Art of Living Retreat Center in Boone, NC. As the Event Manager, you will be responsible for the strategic planning, execution, and successful management of all events and retreats at our serene and renowned wellness center. Your exceptional organizational skills, strong attention to detail, and deep understanding of the hospitality industry will enable you to create extraordinary experiences that align with our mission of promoting wellness, self-discovery, and personal growth.

In this role, you will collaborate with internal teams and external vendors to ensure seamless event execution, managing all logistical aspects from start to finish. From coordinating event logistics and managing participant communication to overseeing on-site operations and troubleshooting any issues, you will play a pivotal role in delivering exceptional events that leave a lasting impact on our guests.

Additionally, your financial acumen and analytical skills will be put to use as you run financial analyses for events, monitor expenses, and provide comprehensive reports to management. You will also analyze occupancy rates, identify trends, and make recommendations to optimize our accommodations' utilization.

As a Full-Time Event Manager, you will have the opportunity to lead a team of event coordinators, foster a collaborative work environment, and provide guidance and mentorship to your team members. Through your strong leadership, you will inspire creativity and innovation, driving continuous improvement within our event planning processes.

If you are passionate about event management, possess a deep appreciation for yoga and meditation practices, and thrive in a dynamic and inspiring environment, we invite you to join our team and contribute to our mission of creating transformative experiences for our guests.

## **Responsibilities:**

### Event Planning and Execution:

- Develop and implement comprehensive event plans, including logistics, scheduling, and coordination.
- Collaborate with internal teams and external vendors to ensure seamless execution of events, including retreats, workshops, conferences, and seminars.
- Coordinate event logistics, such as room setup, audiovisual equipment, transportation, and accommodation arrangements.
- Greeting group leaders and Faculty upon arrival and hosting a Program Space Orientation (PSO).
- Oversee event registration and manage participant communication, ensuring a positive experience for all attendees.
- Provide onsite event management, ensuring all aspects run smoothly and troubleshooting any issues that may arise.

### Vendor Management:

- Liaise with external vendors, such as hotels, transportation providers, and equipment rental companies, to negotiate contracts and secure services.
- Collaborate with marketing and sales teams to promote events and increase attendance.
- Address participant inquiries and feedback, ensuring high levels of customer satisfaction.

### Automatic Communication Emails:

- Oversee and produce automatic communication emails to guests, providing relevant event information, updates, and reminders.
- Ensure effective communication throughout the event lifecycle.

### Venue Management:

- Manage and maintain event venues, ensuring they are up-to-date, clean, and properly maintained.

- Conduct regular inspections of venues to identify any maintenance or cleanliness issues and coordinate necessary repairs or cleaning.
- Collaborate with the facilities team to ensure venues are equipped with the necessary amenities and meet the specific requirements of each event.

#### Event Inventory:

- Maintain an inventory of event-related items, such as yoga mats, chairs, signage, and decorations.
- Coordinate the procurement and storage of event inventory, ensuring availability and proper organization.
- Manage inventory distribution and return processes, tracking items and ensuring their timely retrieval after events.

#### Room Blocks:

- Coordinate and manage room blocks for groups attending events and retreats.
- Work closely with the reservations team to secure and allocate accommodations for group bookings.
- Ensure comfortable and convenient accommodations are provided for event attendees.
- Collaborate with group leaders to understand their specific room requirements and preferences.
- Monitor room availability and make necessary adjustments to accommodate additional group bookings.
- Maintain clear communication with the reservations team regarding room block details and updates.
- Address any room-related inquiries or issues from group leaders and attendees promptly and professionally.
- Regularly review room block utilization and make recommendations for optimizing occupancy and revenue.

#### Financial Analysis, Occupancy Analysis, and Reporting:

- Run financial analyses for events on the calendar, including revenue forecasting.
- Monitor event-related expenses and ensure adherence to budgetary guidelines.
- Collaborate with the finance department to track event revenue, expenses, and profitability.
- Provide management with comprehensive financial reports and analyses.

- Track and analyze occupancy rates for accommodations at the Art of Living Retreat Center.
- Compile occupancy data and present reports during weekly manager meetings.
- Identify trends and patterns in occupancy rates, recommending pricing adjustments and marketing strategies.
- Collaborate with the sales and marketing teams to optimize occupancy levels and maximize revenue.

#### Team Leadership and Management:

- Lead and supervise a team of event coordinators, ensuring their professional growth, motivation, and effective performance.
- Delegate tasks, set clear objectives, and provide guidance to team members throughout the event planning and execution process.
- Foster a collaborative and positive work environment, promoting open communication and teamwork.
- Conduct regular performance evaluations and provide constructive feedback to team members.
- Mentor and train team members, providing them the tools and resources for success.
- Encourage creativity and innovation within the team, fostering an environment of continuous improvement.
- Lead by example, demonstrating strong leadership skills and a commitment to the organization's values and mission.

#### Skills & Qualifications:

- Bachelor's degree in Event Management, Hospitality Management, or a related field (preferred).
- Proven experience (5+ years) as an Event Manager in the hospitality industry, preferably in a hotel setting.
- Strong understanding and interest in yoga and meditation practices, with the ability to align events with the Art of Living Retreat Center's mission.
- Experience in running financial analyses and forecasting for events.
- Excellent analytical and problem-solving skills, with keen attention to detail.
- Ability to compile and present occupancy reports to management.
- Exceptional communication and interpersonal skills.
- Strong organizational skills.

- Ability to work in a team environment.
- Technical abilities, basic AV knowledge.
- Ability to interact with a variety of people, groups, and personalities.
- Must be hands-on.

Benefits:

- Subsidized health/dental insurance after 90 days.
- Paid vacation and sick time after 90 days.
- 401k enrollment after 1 year.
- Discounts and complimentary access to our signature programs and activities.
- Opportunity to live and work in a beautiful and serene environment.

**About the Art of Living Retreat Center:**

Established in 2012, the Art of Living Retreat Center is an extension of the Art of Living Foundation's longstanding dedication to health, happiness, and Ayurveda worldwide.

Our community thrives on a spiritual and wellness-oriented ethos. While prior experience in this field is not required, a genuine understanding and appreciation for this lifestyle are essential. We encourage individuals who resonate with our mission to seize the numerous prospects for personal growth available to them.