



CULTIVATE

Director of Event Operations

Boulder, Colorado

Full-Time Position

Company Overview

Cultivate is a gifting company based out of Boulder, CO that specializes in on-site gift experiences for corporate events, meetings, and incentive travel. Since 2010, Cultivate has gifted hundreds of top-performing employees on behalf of the companies they work for. Cultivate's on-site gift experiences are designed to help every guest select a gift they truly love from a wide variety of categories.

In addition to its full-time employees, Cultivate has 100+ independent contractors to service gift experiences at events in key markets including California, Florida, Arizona, Hawaii, the Caribbean and other resort destinations around the globe.

What We Need

Cultivate is currently recruiting a full time **Director of Event Operations** based out of **Boulder, Colorado**. It is the responsibility of the Director to upgrade the skillset, effectiveness, and efficiency of the event department through the selection and development of its team and driving unceasing process improvement. This position demands effective leadership skills and is accountable for fostering a winning culture; one where a superior service level is provided, client expectations are exceeded and successful events are delivered consistently.

The Director has supervisory responsibilities over an event team of six and 100+ contract staff. Cultivate is producing 500+ events annually, serving clients in both domestic and international markets. The events are less complex than full-scale event planning that typically includes food and beverage, décor, travel, and venue rental management. The intricacy is in the volume of events produced. Clients consist of DMCs, Hotel Partners, Corporate Meeting Planners, Incentive Houses, Promotional Product Distributors, and Third-Party Planners.

What You Will Do

- Supervise the event department including setting objectives and goals, mentoring, motivating, reviewing performance and recommending responsibilities and compensation structure
- Conduct consistent event reviews focusing on team performance, client and onsite team feedback, budget achievement, and overall event execution – celebrate and proliferate the wins, find and implement solutions for the identified areas of improvement
- Provide daily support to the event team – including but not limited to offering direction on event staffing, set-up, logistics, and client experience questions



- Own the event calendar and assign events to the team, effectively managing the teams workload
- Work with senior management to build upon and champion the *Diamond Level Certification* program, created to build the best onsite team in the industry
 - Aid the *Training Specialist* in recruiting, hiring, training and managing the field staff - take corrective action when necessary, set compensation levels
 - Review training materials to ensure they are necessary, informative, productive, and adhere to *Diamond Level Certification* standards and Cultivate brand guidelines
- Work with senior management to provide operational strategic direction designed to support and stay ahead of the company's growth plans
 - Responsible for defining the strategic direction to the *Event and Logistics Manager* and ensuring the day-to-day achievement of his/her supply chain deliverables
 - Play a meaningful role in the screening and selection of reliable freight forwarders and logistics partners / initiate negotiations to establish lowest price possible
- Work with senior management on the budgeting process to ensure the event department supports and achieves the overall financial goals for the organization
 - Mine and interpret data to make appropriate decisions and drive continuous process improvement and cost efficiencies across the department
- Manage special projects – CSR activities, company meetings/parties, and key account events

Must Haves

- Bachelor's degree in Business, Hospitality, or equivalent experience
- 5+ years prior event management, hospitality, or meeting planning experience required
- Extensive experience in a leadership position managing a large team
- Superior communication skills – clear, concise, thorough, and proactive
- Knowledge of incentive industry and trends a plus
- Highly organized, keen attention to detail is a must
- Ability to effectively present information and respond to questions/complaints from clients, supplier partners, and hoteliers
- Ability to prepare reports and write business correspondence
- Strong working knowledge of the transportation industry, customs requirements, and import/export regulations
- Proficiency with Microsoft Office, particularly Excel and PowerPoint
- Willingness to work flexible hours, including weekends, and travel up to 30%

Standout Skills

- Superior people and leadership skills – ability to manage at all levels within an organization and develop a synergetic model of collaboration



- Outstanding team development and training skills – a talent for inspiring a team to produce their best work – do not shy away from tough conversations
- Sound personal and business ethics
- Ability to multi-task, prioritize several projects, focus and get the job done

Compensation and Benefits

- Competitive annual salary based upon experience
- Benefits including 401k (with 3% match) and insurance plans

Physical Demands

- Events demand physical activity requiring ability to lift up to 50 pounds

The above description reflects most duties assigned to the position. Other responsibilities may be requested at any time.