

Director of Events

Hendricks Live! – Plainfield, IN (Hybrid)

Salary: \$55,000-\$60,000+5% commission

About Hendricks Live!

Hendricks Live! is a dynamic nonprofit arts and entertainment venue dedicated to creating memorable experiences for Central Indiana's diverse communities. Through performances, events, and community engagement, we bring people together through exceptional art and entertainment.

Located just 30 minutes from Indianapolis in the growing and vibrant town of Plainfield, Hendricks Live! features:

- A 600-seat performance theatre
- A 900 sq ft event space with additional 600 sq ft terrace
- Ample lobby space
- Public art galleries

Our programming includes concerts, theatre, dance, comedy, film, and community events, alongside private rentals such as weddings, corporate events, and fundraisers.

The Opportunity

Hendricks Live! is seeking a relationship-oriented, results-driven Director of Events to lead the sale and operation of rental events at the venue.

Working collaboratively with internal staff and outside vendors, the ideal candidate will bring a demonstrated history of both proactive event sales and wide-ranging event execution including concerts, corporate meetings, galas, weddings and parties. The Director of Events also supervises food and beverage operations including concessions, private bar services, and catering relationships. This is a significant opportunity to contribute to the growth and impact of a vibrant cultural institution in Hendricks County.

Why This Role Matters

This is a unique opportunity to help grow the rental offerings at the premier community, art and entertainment in west central Indiana. In this role, you will:

- Develop the rental sales strategy, cultivate prospects and book rental engagements

- Supervise and develop a team of FT and PT staff to exceed client expectations
- Design systems and processes to seamlessly execute events
- Contribute to organizational strategy, driving revenue opportunities and building a culture of excellence

What You'll Do

Sales and Revenue Generation (55%)

- Develop and execute a comprehensive event sales strategy to drive revenue growth across all event types (entertainment, corporate, private, and nonprofit)
- Proactively identify, cultivate, and close new business opportunities through networking, outreach, and partnerships
- Develop and manage event budgets and pricing structures
- Oversee contract development, negotiation, and compliance
- Manage the full sales pipeline from lead generation through contract execution
- Build and maintain strong relationships with clients, event planners, sponsors, and key community stakeholders
- Create customized proposals, pricing packages, and presentations aligned with client needs and organizational goals
- Track sales activity and meet or exceed monthly, quarterly, and annual performance metrics
- Collaborate with marketing to develop campaigns, collateral, and promotional strategies that support event sales
- Represent the organization at industry events, trade shows, and networking functions

Managerial Oversight and Administration (20%)

- Lead, coach, support and train team of (2) FT and (4-6) PT event coordinators and assistants
- Establish and refine processes, workflows, and best practices for the events department and ensure compliance with HL processes and workflows
- Maintain CRM systems and ensure accurate documentation of client interactions and sales activity
- Analyze event and sales data to inform strategic decisions and improve performance

- Direct food and beverage strategy, and work collaboratively with Event Manager to manage concessions product offerings, pricing, and presentation standards; monitor sales data and identify opportunities to increase revenue
- Support the further development and use of systems for scheduling, communication and reporting

Event Management and Execution (15%)

- Supervise planning and execution of events to ensure exceptional client and guest experiences
- Supervise event budgets and financial tracking
- Partner with production and other departments to ensure alignment on event readiness, timelines, and execution
- Serve as a senior point of contact for key clients during event planning and delivery
- Ensure all events align with brand standards, quality expectations, and logistical requirements
- Troubleshoot and resolve issues in real-time during event execution

Additional Duties (10%)

- Contribute to broader organizational strategy and long-term planning
- Collaborate with leadership on new program development and revenue diversification initiatives.
- Support cross-departmental efforts including marketing, development, and programming.
- Identify opportunities for partnerships, sponsorships, and innovative event concepts.

Systems & Accountability

- Support the further development and use of systems for scheduling, communication, and reporting
- Monitor front-of-house performance, staffing levels, and operational efficiency
- Contribute to financial goals and develop, manage and track departmental budget

What You Bring

- A passion for arts, entertainment, and community engagement
- Strong leadership experience managing staff and/or volunteers

- A proactive, goal-driven work-ethic
- Excellent organizational, communication, and problem-solving skills
- Ability to thrive in a fast-paced, event-driven environment
- A collaborative mindset and positive, solutions-oriented approach

Qualifications

- Bachelor's degree or equivalent experience
- 5+ years of experience in event sales and management
- 2+ years of leadership or management experience
- Proficiency in Microsoft 365 ecosystem (Outlook, Teams, etc.)

Schedule & Work Environment

- Full-time (40+ hours/week)
- Regular evenings, weekends, and holidays based on event schedule
- Hybrid flexibility for administrative work as appropriate and flexible days off.

Compensation & Benefits

- Salary: \$55,000–\$60,000+5% commission
- Health insurance (employer subsidized)
- Dental and vision plans available
- 401(k) plan available
- Paid time off and holidays

How to Apply

To apply, please submit your resume and a brief cover letter outlining your interest in the role to:

careers@hendrickslive.org

Application deadline: Until filled