



WM Resources Events Director Job Overview

Qualifications for employment at Watermark include having made a life commitment to Jesus Christ, agreement in writing with the Beliefs and Governance statements of Watermark, and having a work history and a lifestyle that are consistent with biblical principles. Must be an existing Member of Watermark or willing to become one.

JOB TITLE: Watermark Resources Events Director

FLSA STATUS: Exempt

DEPARTMENT: Watermark Resources

TIME REQUIREMENTS: Full Time

REPORTS TO: WMR Director of Operations

CLASSIFICATION: Non-Ministerial Role

STAFF MISSION STATEMENT: Inspiring and equipping every Member to live a life of full devotion to Christ.

POSITION SUMMARY: Responsible for the planning, execution, and oversight for all events involving the Watermark Resources team. Examples of these events include CLC, Re:generation Training Conference, Reengage Training Conference, regional conferences, open houses, one-off events, and potential local Watermark events where the WM Resources team is involved (i.e. Uncommon Marriage and Parenting Conference). While the ultimate responsibility for these events falls to this position, this person will be supported by the Event Coordinator as well as by the contributions of other WMR and WM staff members. Additionally, as a Director on the WMR team, this person will help contribute to the overall leadership and direction of the WMR ministry.

ESSENTIAL SKILLS & EXPERIENCE:

- Experience in event planning
- Excellent organizational skills
- Proficient in project management software (ex. Asana)

POSITION RESPONSIBILITIES:

Event Planning – (Oversight or execution responsibilities for the following):

- Manage master calendar for scheduling events and deadlines for each event
- Create and maintain timeline of tasks for each event
- Schedule and run regular meetings with Resources and Ministry teams for each event
- For events hosted at WM - coordinate with WM Facilities, Marketing and Communications, Arts/Video/Worship, and other ministry teams involved in conferences
- For events hosted at other churches – coordinate with WMR National Ministry Directors and partner churches to oversee their planning and execution of events
- Collaborate with WMR Marketing team regarding online communication related to conferences (WatermarkResources.com, email campaigns, registration, etc.)
- Conference app content management
- Recruit volunteers and leaders for events; delegate responsibilities accordingly (volunteer management)
- Order any necessary supplies (nametags, lanyards, bags, etc.)
- Manage partner, vendor, and external speaker relationships
- Secure external venues if needed
- Manage budget for all events; recommend pricing structure
- Track registration numbers and watch forecasting models

Event Execution – (Oversight or execution responsibilities for the following):

- Maintain or delegate day-of details (meals, snacks and drinks, registration, merch, book/curriculum sales, etc.)
- Manage team of leaders to execute day-of details
- Create and update run sheet/schedule
- Oversee main line of communication between ministry and team leaders

Event Follow-up – (Oversight or execution responsibilities for the following):

- Conference survey follow-up
- Capture lessons learned and improvements for future events and conduct debriefs with event stakeholders
- Document all necessary tasks, timelines, and budgets from teams
- Data analysis of registration, marketing, attendance, approval/satisfaction, staff feedback, etc.
- Development and distribution of post-conference resources

Event Improvement – (Oversight or execution responsibilities for the following):

- Ideation on conference improvement opportunities
- Evaluate improvements for systems like Asana, Brushfire, Formstack, etc.
- Conference app improvement
- Market Research (attend other conferences to observe and learn)
- Assist/consult staff in event planning/ideation for their ministries

Employee Management:

- General management of direct reports
- Responsible for task delegation and oversight to these people
- Invest in the direct report's professional, personal, and spiritual development

WMR Team Leadership:

- Help to push for and ensure excellence in all areas of Watermark Resources
- Help build WMR team culture
- Contribute at bi-weekly WMR Director meetings
- Provide thought partnership on the vision, strategy, and execution of all WMR objectives

DIRECT REPORTS: Watermark Resources Event Coordinator

MARKERS OF AN IDEAL CANDIDATE:

- Administratedly Gifted
- Strong communication skills
- Enjoys teamwork and collaboration
- Ability to lead strongly both upwards and downwards