



TOM TOM FESTIVAL

PROGRAM DIRECTOR

The Program Director is an essential collaborative voice in creating our signature initiative, the weeklong Tom Tom Festival. Beyond the Festival, the Program Director produces initiatives that connect multi-sector leaders and facilitate conversation about the future of Charlottesville. Working closely with the Foundation’s Executive Director, Operations Director, and a variety of contractors and vendors, the Program Director leads and assists in an array of projects spanning programming, marketing, production, and administrative roles.

SCOPE OF WORK

Programming

- Manage the programming of the 2025 Festival which will include talks and workshops at the EVOLVE conference, a Downtown Mall Block Party, a variety of networking events, Porchella, and the “Community Partner” program of stakeholders and local organizations.
- Coordinate and join meetings with core venues and program partners. Enlist their contributions in 2025 and keep track of status of asks and deliverables. When applicable, generate partnership memos in accordance with Tom Tom systems.
- Manage programming team of two program managers.

Operations, Production & Ticketing

- Assist in creation of an overall production plan for the 2025 Festival. This will include all relevant vendors and contractors, and a timeline for their participation at Tom Tom events.
- Assist in developing and implementing Tom Tom Foundation CRM, and ensure existing and new program partners are tracked in the CRM.
- Assist in developing production plans with partner venues and partners to ensure feasibility and smooth run of shows.
- Oversee the Ticketing and Scheduling Platforms used at the Festival.

Marketing

- Assist in implementing a Marketing Strategy for the 2025 Festival.
- Coordinate with Marketing Manager on social media presence and ad campaigns related to festival programming.
- Contribute descriptive program copy for Social Media and Emails.

Sponsorship & Grants

- Assist in researching and drafting grants that support the core programs of the Foundation.
- With Executive Director, assist in maintaining Sponsorship Database to track and cultivate sponsors, and ensure sponsors are recognized on website and print materials.

EXPERIENCE

- 5+ Years of Relevant Programming and Event Experience Required
- 5+ Years Project Management experience - managing teams, projects and deadlines
- Strong verbal and written communications skills. Ability to write succinctly and quickly.
- Demonstrated ability to think creatively
- Grant writing experience preferred

SCHEDULE

It is anticipated that the role will fluctuate in workload and hours, with a significant commitment of time directly in February, March & April preparing for the Tom Tom Festival. There will be significant amounts of meetings with stakeholders. When feasible, these will occur at Tom Tom Foundation offices or in Downtown Charlottesville. Outside of those meetings, much work can be done remotely.

COMPENSATION

This is a part time position, whose rate will be determined based on experience.

APPLY

Please send your resume and highlight any relevant experience in a cover letter.

Subject: Program Director

Attn: Paul Beyer, jobs@tomtomfoundation.org