



699 Bellevue Avenue
Oakland, CA 94610
Phone: (510) 452-2259
Fax: (510) 452-2261
Voice Mail: (510) 238-6878
www.fairyland.org

TITLE: Program Manager (Full Time/Exempt)
ORGANIZATION: Children's Fairyland
REPORTS TO: Executive Director, C.J. Hirschfield

Children's Fairyland is a non-profit storybook theme park dedicated to stimulating a child's imagination, creativity, and desire to learn through fairytales, storybook sets, play-acting, gentle rides, arts and crafts, animals, and related storytelling programs. Serving more than 220,000 guests per year, Children's Fairyland is a valuable community resource and family destination. Fairyland's Program Manager creates wonderful experiences for the entire family through its catered birthday and summer sleepover programs.

Position Description:

We are seeking a friendly, outgoing individual with strong customer service and event management experience to facilitate all aspect of Fairyland's family programs. This is a full-time, salaried position that requires coverage Wednesday through Sunday and sometimes on holidays. The Program Manager supervises all aspects of Fairyland's catered birthday party program and summer sleepovers, and is able to identify, develop, and coordinate additional opportunities. The Program Manager is responsible for meeting revenue and expense targets. The ideal candidate will be an extremely well-organized, detail-oriented self-starter.

Duties & Responsibilities

- Manage marketing plan for catered birthday party and summer sleepover programs.
- Track sales, revenue, and expenses for each program, achieving budget targets and program growth.
- Build strong, long-lasting relationships by partnering with customers and understanding their needs.
- Hire, train, and manage party host staff for the catered birthday party program that runs from April through October.
- Collaborate with other departments on marketing and promotion, facility upgrades in birthday party areas, catering for parties and sleepovers, event staffing, and other miscellaneous program needs.
- Source and negotiate with vendors and suppliers as needed.
- Plan and facilitate all events from start to finish
- Follow up with each customer to learn about their experience.
- Analyze the success of the family program season. Make recommendations and plans for next season.
- Identify opportunities and develop plans for new revenue-generating programs.

Skills and Background

- Self-starter with excellent communication skills and proven experience as an event manager.
- Strong interpersonal skills, including the ability to connect easily with others and work both as part of a team and independently.
- Skilled in project management
- Excellent organizational and problem solving skills
- Experience in marketing, promotion, and sales.
- Proficient in MS Office, MS Excel, Adobe Illustrator and customer retail management systems.
- BA in hospitality management or a related field preferred.
- Physical ability to lift a minimum of 50 lbs.

- Ability to work weekends and occasional evenings
- Any and all other duties as required.

HOW TO APPLY:

Absolutely NO phone calls. Send your cover letter, résumé, and references. If faxing or emailing, please put the job you are applying for in the subject line and do NOT include attachments. Attachments will not be opened and the email will automatically be deleted. Only those selected for an interview will be contacted.

EMAIL: Reply to ad

FAX: (510) 452-2261

MAIL: 699 Bellevue Avenue, Oakland, CA 94610

Children's Fairyland is an equal opportunity employer and welcomes applicants of all backgrounds. A background check (which will include Criminal Records, Public Records and Personal References) will be required for employment.