



VP of Events and Programs

Location: Boston, MA (In-Person/Hybrid)

About the Role

The VP of Events and Programs will be a key executive leader driving revenue and shaping our vibrant community through innovative, impactful events and programs. This role demands a seasoned professional with a proven track record of strategic leadership in event management, revenue generation, and program development. The ideal candidate will bring deep experience creating large-scale, culturally resonant events and a passion for centering the Black experience. This person must excel in high-pressure environments, thrive in a fast-paced startup culture, and inspire teams to deliver excellence.

In addition to event expertise, this leader will have strong connections to cultural institutions, corporate partners, and tastemakers across the region, leveraging these relationships to create events that expand our mission and increase revenue streams.

Key Responsibilities

Strategic Leadership and Revenue Generation

- Develop and implement a bold, innovative event strategy that aligns with organizational goals, supports membership growth, and drives significant revenue through sponsorships, partnerships, and ticket sales.
- Own revenue targets for the Events and Programs division, working closely with the VP of Marketing and Business Development to cultivate and close sponsorship opportunities.
- Position events as a critical driver of organizational impact, identifying ways to monetize programs while staying mission-aligned.
- Build relationships with corporate partners, cultural institutions, and other stakeholders to create unique and mutually beneficial event opportunities.

Event Strategy and Innovation

- Create a dynamic, multi-channel events calendar featuring in-person, virtual, free, paid, and members-only events that cater to diverse audiences and support tiered membership models.
- Stay ahead of industry trends, incorporating cutting-edge ideas to keep our programming fresh, relevant, and culturally impactful.



- Embed Black culture across the diaspora into every aspect of event design, ensuring authenticity and resonance with our community.
- Develop and implement a comprehensive event strategy that aligns with our business objectives.
- Collaborate with our VP of Marketing and Business Development to secure sponsorships and drive revenue generation.
- Cultivate partnerships with venues and organizations to expand our event reach and offerings.

Operational Excellence and Team Leadership

- Lead the planning and execution of all public, member, and signature events, ensuring high-quality experiences from concept to completion.
- Oversee the recruitment, development, and management of a high-performing events team, fostering a culture of collaboration, accountability, and innovation.
- Establish and refine standard operating procedures (SOPs) to streamline operations and ensure consistency across all events.
- Utilize data and analytics to measure event success, inform decision-making, and continuously enhance programming.
- Manage event budgets, ensuring financial sustainability and profitability while maintaining exceptional quality.

Qualifications

- Executive-level experience: Minimum of 7–10 years leading event strategy and operations at a senior leadership level.
- Demonstrated ability to drive significant revenue through sponsorships, partnerships, and ticketed events.
- Proven success in designing and executing large-scale, high-impact events that exceed stakeholder expectations.
- Exceptional strategic planning and project management skills, with the ability to manage multiple priorities simultaneously.
- Deep knowledge of event marketing strategies and audience engagement best practices.
- Strong negotiation skills for securing favorable contracts and partnerships.
- Familiarity with event management software, CRM tools, and data analytics to drive performance insights.
- Excellent interpersonal and communication skills, with the ability to build and maintain strong relationships.
- Passion for creating a sense of belonging and community while advancing Boston While Black's mission.



Compensation and Benefits

This is a permanent, full-time position. The salary for this role is between \$115,000 - \$135,000, dependent on experience. Benefits include:

- Workplace that values both professional and personal growth
- Health care plan (medical, dental, & vision)
- Unlimited paid time off (vacation, sick, holidays)
- Hybrid workplace (remote, with required in-person meetings and events)
- Professional development, tech, and wellness stipends
- Opportunities for increased benefits as the company grows

TO APPLY, SEND RESUME AND COVER LETTER TO HIRING@BOSTONWHILEBLACK.COM

About Boston While Black

Boston While Black (BWB) is the leading connector to community and culture for Black people in Boston, fostering a deep sense of belonging that transforms where they live, work, and play. Through our tech-enabled membership community, we provide curated resources and connections that help members shape the city they want to live in. We partner with companies and institutions, equipping them to champion and invest in the Black experience. BWB also curates annual signature events that redefine the regional narrative about the presence and impact of Black communities.

We are expanding our reach with a tiered membership model, city-based scaling, and an ambitious brand relaunch in April 2025. As we grow into new markets, BWB is building a national model to foster belonging and create thriving spaces centered on the Black experience.