



**Programming Director**  
**San Francisco, CA**

## **SUMMARY**

The Professional BusinessWomen of California (PBWC) is a nonprofit organization founded in 1989 by Congresswoman Jackie Speier with the mission of providing skill development, networking opportunities and inspiration to women at all levels to achieve their own ambitions and collectively advance gender equality in professional settings.

PBWC's main stage has hosted a who's who of thought leaders, including: Angela Ahrendts, Madeleine Albright, Isabel Allende, Manal al-Sharif, Cate Blanchett, Tina Brown, Chief Justice Tani Cantil-Sakauye, Secretary Hillary Rodham Clinton, Geena Davis, Rosario Dawson, Jane Fonda, Chetna Gala-Sinha, Leymah Gbowee, Amanda Gorman, Jennifer Granholm, Carla Harris, Taraji P. Henson, Dolores Huerta, Arianna Huffington, Adama Iwu, Valerie Jarrett, Ashley Judd, Nicole Kidman, Sallie Krawcheck, Maria Teresa Kumar, Dr. Ngozi Okonjo-Iweala, Cecile Richards, Rosie Rios, Geena Rocero, Sheryl Sandberg, Maria Shriver, Jennifer Siebel-Newsom, Judy Smith, Gloria Steinem, Lily Tomlin, Elaine Welteroth, Venus Williams, Susan Wojcicki and more.

The Programming Director (PD) is responsible for curating content and implementing all of PBWC's programs, including its Annual Conference, Young Women's Professional Summit, Senior Leadership Forum, and Webinar Series. The PD will design, execute, and continuously evaluate PBWC's programmatic offerings against its mission. The PD reports to PBWC's CEO.

The successful candidate has a knack for identifying and selecting inspirational thought leaders who will delight PBWC's event attendees and sponsors and advance the organization's mission and impact. The PD is a creative and innovative self-starter who regularly monitors and participates in programs focused on gender equality and DE&I. PBWC's PD should be creative and have extensive experience developing and scaling programs, as well as expertise in inclusive virtual program design and implementation.

This is a full time, mainly remote position (periodic in-person team and other business meetings will be held in Northern California), and candidates should be based in Northern California to allow for in person event participation in the San Francisco Bay Area, East Bay, Silicon Valley, and Sacramento.

## **JOB RESPONSIBILITIES**

Responsibilities include but are not limited to the following;

- Leading the ongoing design, implementation and refinement of PBWC's programming strategy, ensuring alignment with organizational vision and goals as permitted by its budget constraints
- Creating and maintaining a technical system and business process that provides PBWC with a comprehensive and accurate record for speaker contacts and interactions (CRM system) that enables the organization to scale its impact
- Continuously interacting with community members to gain customer experience insights, assess program effectiveness, improve performance, and drive future programming
- Working cross-functionally to ensure alignment of program strategy with goals set by the CEO and the Board of Directors
- Researching and securing contact information for speakers (and/or their agents or representatives)
- Partnering with contracted resources to manage the full contact and onboarding cycle for all selected speakers, including:
  - initial contact;
  - contract negotiation and completion;
  - delivery of initial photos, bios, session titles and descriptions;
  - delivery of final photos, bios, session titles and descriptions;
  - pre-event coaching to ensure speaker content is on-topic and impactful;
  - logistics to, from and at the event
- Participating in periodic programming meetings, contributing the following:
  - Speaker research and recommendations and rationale
  - Strategies for reaching and securing speakers
  - Strategies for ensuring favorable contract terms
- Coordinate hand-off of speaker conference travel and logistics to production vendor, where applicable
- Work with contracted resources and speakers to design/mold the topics and content for impactful and cohesive messaging. Conduct practice/rehearsal sessions as needed
- Coordinate with speaker, contracted resources, and marketing staff for Media/Press/Social Media and other marketing opportunities

- Support PBWC’s marketing resources with timely accurate and high-quality information for inclusion in marketing and promotional materials
- Work with speakers and speaker representatives to create session titles and descriptions for website, program and other conference related materials
- Maintain a comprehensive, accurate, up-to-date and organized speaker tracking system using technology specified by PBWC across all programming categories
- Participate in programming calls, prepared to provide recommendations and report on status of all speaker requests, communicating clearly and concisely, working actively to identify and implement solutions
- Respond to and vet speaker inquiries from the PBWC website
- Serve as an enthusiastic and professional ambassador for PBWC to a diverse network of thought leaders, sponsors and professional contacts

#### **PERSONAL CHARACTERISTICS**

- Self-motivated and eager to roll-up-your-sleeves and execute
- Passionate about professional equality for all un- and under-represented groups
- Strong commitment to equity and social justice, and continuous learning around issues of diversity, equity and inclusion
- Goal orientated, with the ability to formulate plans, align with stakeholders, and execute autonomously to bring plans to fruition and achieve or exceed business objectives
- Exemplary interpersonal skills
- Skilled at creating and maintaining enduring relationships at all levels
- Able to speak publicly and persuasively about issues and opportunities for women and other un- and under-represented groups
- Consistently focused on how to create and improve value for stakeholders and the organization
- Creative and futuristic in approach and perspective
- Strategic thinker
- Highly digital and tech-savvy
- Experience with high profile speakers for conferences, webinars and symposiums.

#### **QUALIFICATIONS AND SKILLS**

- Minimum of 5-7 years of relevant project / event / conference management experience



preferred

- Bachelor's degree preferred
- Ability to deal with a swift and changing environment
- Ability to work both as part of a team and independently, and to manage complex and projects simultaneously
- Proficiency with Microsoft Office Suite, Google Suite, Asana, Salesforce
- Strong attention to detail; experience developing engaging and impactful presentations and proposals
- Excellent written and verbal communication
- Demonstrated ability and experience developing and managing budgets and resource allocation to maximize available resources for highest and most effective use
- Ability to collaborate, influence and build positive relationships with stakeholders
- Ability to work extended hours including nights, weekends, and holidays as needed and travel for business meetings and industry conferences
- A track record of developing and managing high quality programs, program models, tools, and resources to increase program efficacy, and of leveraging data to drive continuous learning and program improvement
- Demonstrated success in program innovation and has experience in program evaluation
- Ability to understand, use and organize data to drive growth, enhance program quality, and demonstrate program effectiveness and impact
- Ability to be a strong brand ambassador and strengthen brand awareness in the community
- Work remotely and independently, using own equipment

## **PHYSICAL DEMANDS AND WORK ENVIRONMENT**

The physical demands described here are representative of those that must be met to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions:

- Routinely required to sit, walk, talk, see, hear, use hands and fingers to keyboard, stoop, kneel, crouch, twist, reach and stretch
- Travel dependent on company needs
- Must be able to move around large event venues to work with attendees, speakers, vendors and sponsors at special events
- Occasionally required to move around office or working environment
- Routinely work under deadlines
- Environment is generally moderate in temperature and noise level



- Must be able to read, write, type and interpret data, information and documents
- Observe and respond to people and situations and interact with others encountered in the course of work
- Learn and apply new information or skills
- Must be able to work well with others

### **Benefits**

Professional BusinessWomen of California is an excellent organization that empowers women that you can help support. PBWC offers a very competitive salary based upon experience with bonus potential for someone who believes this is a great full time opportunity. There is flexibility in the work schedule and in hybrid work.

### **To Apply**

Please send your resume and cover letter to Stacy Nelson & Associates-Leadership Search Partners at [stacyn@stacy-nelson-and-associates.com](mailto:stacyn@stacy-nelson-and-associates.com).

Professional BusinessWomen of California does not and shall not discriminate on the basis of race, color, national origin (ancestry), religion (creed), gender (including pregnancy, childbirth and related medical conditions), disability (physical or mental), age, genetic information, marital status, ethnicity, sexual orientation and identity, AIDS/HIV, medical condition, political activities or affiliations, military or veteran status or status as a victim of domestic violence, assault or stalking in any of its activities or operations. We are committed to providing an inclusive and welcoming environment for all members of our staff, volunteers, subcontractors, vendors, sponsors and partners.