

The Club at Lac La Belle



Job Title: Director of Events

Reports To: General Manager

Job Location: Oconomowoc, WI

FLSA Status: Exempt Salary + Commissions

Position Overview:

The Director of Events oversees all aspects of event sales, planning and management of the events and event team. This leadership role is responsible for driving venue revenue through client bookings, delivering exceptional service from initial inquiry to post-event cleanup, and managing day-of operations. A successful candidate will be extremely organized and be able to manage and oversee staff as well as oversee the logistics of multiple events simultaneously and brings a warm steady presence

Primary Responsibilities:

Sales & Client Relations

- Conduct engaging venue tours for prospective couples and clients. Events including but not limited to Weddings, Corporate, Gala's, Wedding Showers, Baby Showers, Golf Events and Member Events.
- Manage lead flow, respond to inquiries promptly, and convert prospects into confirmed bookings.
- Oversee contract execution, payment schedules, and security deposits.
- Serve as the primary point of contact for clients throughout their planning journey prior to being delegated to their day of coordinator.

Event Operations & Execution

- Supervise setup, execution, and teardown for events.
- Serve as primary venue coordinator or manager on duty for high-profile events.
- Create and distribute detailed function sheets, floor plans, and master timelines to internal staff.
- Oversee ceremony rehearsals and ensure wedding day schedules run seamlessly.
- Resolve on-site emergencies, vendor issues, or client concerns quickly and discreetly.

Vendor & Partner Management

- Maintain strong relationships with external vendors (caterers, florists, DJs, photographers, planners).
- Enforce venue rules, vendor guidelines, COIs (Certificates of Insurance), and safety regulations.
- Curate and regularly update the venue's Preferred Vendor List.

Team Leadership & Administrative Operations

- Hire, train, schedule, and supervise event coordinators and setup team.
- Set team performance standards and conduct regular staff training on venue procedures.
- Manage venue inventory (tables, chairs, linens) and coordinate necessary repairs or replacements.
- Track monthly sales goals, event profitability, and budget metrics alongside venue ownership.
- Conducting performance reviews for full-time and seasonal staff

Member & Golf Events

- Oversee and coordinate all member golf and social events.
- Assist with group golf events on both the Championship course and Uncle Henry's Backyard

Marketing

- Creating sales opportunities for future events
- Manage social media platforms for The Carriage House
- Oversee print advertising
- Member of National Association of Catering and Events (NACE)
- Oversee Venue Open House

Qualifications

- Experience: two plus years of professional experience in planning, budgeting, and executing weddings, corporate events, meetings, holiday parties, showers, etc..
- Organizational Skills: Exceptional multi-tasking capability with obsessive attention to detail regarding timelines
- Communication: Excellent verbal and written interpersonal skills for client consultations and cross-functional team direction.
- Competence in building, tracking, and sticking to event budgets.
- Problem-Solving: Quick, calm, real-time troubleshooting mindset when logistics fall apart on-site.
- Strong Client-Facing Skills

- Marketing Knowledge or Previous Experience
- Strong written and verbal communication skills required to manage high-volume email correspondence with clients and vendors
- Experience with event management CRM software (e.g., Tripleseat, HoneyBook, Planning Pod, or Allseated)
- Degree in Event Planning, Hospitality or Marketing Preferred
- Must have availability on evenings, weekends, and holidays based on business needs
- Ability to stand, walk, and demonstrate golf techniques for extended periods on the driving range and golf course in various weather conditions.

Please send resume to stesch@clubatlaclabelle.com
