



Mess Hall is a unique Culinary Incubator and Event Space in Northeast Washington, DC. Our 10,000 square foot facility is shared by over 40 of the city's most exciting food startups, and we host some of the hottest events. Our event space features an open / demonstration kitchen.

To date, we have hosted pop-up dinners, company holiday parties, [weddings / social engagements](#), panel discussions, cooking classes and more. We have created private events for Twitter, the Smithsonian, DC Brau, and various embassies. Popular ticketed events have included [Ramen World](#), [New Kitchens on the Block](#), [Some Disassembly Required](#) and [Blazed & Glazed](#). Nationally-recognized chefs have come to cook on several occasions.

MESS HALL IS LOOKING FOR...

A bright, experienced, motivated, and energetic Rock Star to become our Events Director. The role is VERY ENTREPRENEURIAL. We want a self-starter who boasts years of experience selling AND executing events, and is ready to put her/his own mark on this position.

This is an exciting and meaty position with endless possibilities, lots of responsibilities, and the chance to drive Mess Hall's marketing and management of events. His/her main responsibilities will be to develop and expand the Mess Hall brand internally and externally with the goal of maximizing the use of our event space and a focus on hosting captivating events that have never been done before.

S/he will play a key role in directing and executing all aspects of events hosted at and/or produced by Mess Hall – from planning and promoting events, to booking staff and rental equipment, coordinating menus and alcohol, and ultimately managing each event. Soon the position will grow to oversee additional event staff. This candidate will play a major role in generating revenue for Mess Hall through three major channels:

- 1) Imaginative programming, ticketed events and classes
- 2) Private event rentals
- 3) Pop-up Restaurants

The Events Director will also play a key role in improving and introducing new programs for Mess Hall's Members and the larger entrepreneurial community. It is a senior management position that answers directly to Mess Hall's Founder and requires extreme organization, an entrepreneurial-spirit, dedication, flexibility, and tolerance for the day-to-day adventures that accompany the startup landscape. Our ideal candidate is seasoned professional who has existing relationships with area businesses, non-profits, and food professionals. S/he must be able to multi-task, work flexible hours and wear many hats. Responsibilities will include, but are in NO WAY limited to

EVENT PLANNING ROLE

Events may include but are not limited to: company retreats, weddings, bar and bat mitzvahs, birthday parties, corporate events, pop-up restaurants, holiday markets, trunk shows, food & beverage demonstrations, and cooking classes.

- Answer event space inquiries promptly and professionally – within 24 hours of initial inquiry.
- Manage site visit walk-throughs.
- Create compelling event proposals and negotiate contracts for Mess Hall events.
- Assist with creating tiered pricing for events.
- Determine equipment needs – including but not limited to lighting, djs, florist, linens, tables, place settings, chairs, projectors – and facilitate equipment rental accordingly.
- Organize (create BEO's) and facilitate F&B orders with Mess Hall members.
- Arrange for bartenders and staff for events as needed.
- Manage all vendors during events.

- Oversee set-up and break-down of events.
- Enforce Mess Hall rules and regulations while event space is under use.
- Ensure Mess Hall members have advance notice of any upcoming events or restrictions to event space and incorporate them into the event whenever possible.
- Develop and enhance Mess Hall's event programming and ways to promote Mess Hall members to external audiences.
- Create internal events for Mess Hall members to help entrepreneurs grow and expand their businesses
- Build and improve partnerships with area businesses to either co-host events or for sponsorship opportunities.
- Forge relationships with up-and-coming chefs for pop-up opportunities.
- Preserve relationships with clients and vendors who are currently working with Mess-Hall.
- Expand relationships with new vendors.
- Track P&L of each event and create monthly reports to reflect P&L.
- Create systems for event management as needed.
- Additional duties as required.

MARKETING ROLE

- Create a Sales & Marketing Plan for using Event Space to create experience
- As part of the Marketing Plan, create and maintain promotional materials to promote Mess Hall's event space – including website content, decks, promotional brochures, etc.
- Determine strategies in which Mess Hall will advertise events to maximize attendance and ticket sales, including electronic newsletters, press releases, outreach to bloggers, and social media.
- Create compelling sponsorship packages for events and ensure sponsors are properly acknowledged for their involvement.
- Assist Mess Hall members with promotion and marketing as needed.
- Manage lists for email blasts and promotional newsletters.
- Drive Social Media leading up to events, during events, and recap.
- Create systems for measuring success of marketing efforts and ROI on event marketing endeavors.
- Additional duties as required.

QUALIFICATIONS

- Minimum of a Bachelor's Degree and demonstrated capability to perform job responsibilities through previous experiences.
- Minimum of 3-years CATERING SALES or EVENT SALES experience (includes SELLING AND EXECUTING events).
- The ideal candidate is actively part of the DC community and enjoys networking and meeting new people. Recent transplants that are less familiar with DC are at a SIGNIFICANT disadvantage for the consideration of this role. We want someone who KNOWS THE DC FOOD LANDSCAPE.
- S/he is personable, compassionate, and creative with a love of event planning and marketing and small business/startups.
- EXTREME eye for detail and an unparalleled desire to do awesome things and do them very well. Accuracy and timeliness is paramount.
- Deep experience in the restaurant/beverage industry strongly preferred.
- Experience in marketing / advertising, including the creative use of social media
- Ability to design sharp marketing pieces using Adobe software is a big plus.
- Demonstrated abilities in event organization and event promotion.
- Proven ability to work with little to no supervision and be able to follow directions is essential.
- Organized and detail-oriented.
- Experience negotiating with and managing third party vendors, including but not limited to: Alcohol wholesalers, rental companies, hourly wait staff, florists, A/V, and entertainment talent.
- Experience in hiring staff and working with event planners in DC. Maintaining a rolodex of resources is a plus.
- Willing to work long hours, including weekends and evenings.
- Outgoing personality and ability to sell.

- Proficient in Excel and possesses the ability to run separate P&L's for each event.
- Valid driver's license. Having a car is a plus.
- TIPS & ServSafe certification a plus.
- This position offers the possibility of additional responsibilities in the future.

COMPENSATION

The salary is based on skill level, in addition to commissions paid on event sales, with potential for bonus. As a full time employee, you'll also receive a benefits package including health insurance, 401 (k) plan, accrued vacation time, and sick leave.

TO APPLY

We are accepting applications until the position is filled. If interested, please submit your resume and a mandatory 1-2 paragraph cover letter detailing why you want to work for Mess Hall by emailing: jobs@messhalldc.com

Resumes that are not accompanied by a customized and thought-provoking cover letter will not be considered.

COMPANY DESCRIPTION

Mess Hall is a food incubator that offers independent food entrepreneurs shared commercial kitchen, storage and office space in a new facility designed to foster growth through a membership model, while creating a vibrant and diverse local food community. We opened in October 2014 and we are located near the historic Brookland section of Washington, DC.

Recognized as one of the Top Business Accelerators in the nation by the US Small Business Administration we recently received accolades from the Washington Business Journal as one of the Top Innovators in the DC Metropolitan Area 2016, and invited to participate in the White House SXSL. We received the 2015 Mayor's Sustainability Award for our greening practices and have been covered by CBS News, The Wall Street Journal, The Washington Post, Washington City Paper, and many others.

Mess Hall will not discriminate and will take "affirmative action" measure to ensure against discrimination in employment, recruitment, advertisements for employment, compensation, termination, upgrading, promotions and other conditions of employment against any employee or job application on the basis of race, creed, color, national origin or sex.

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