



Director of Events

Department: Development

Reports to: Chief Development Officer

Status: Full-Time, Exempt, Benefits-Eligible

Location: Pasadena, CA

About Pasadena Playhouse

Pasadena Playhouse, the official State Theater of California and recipient of the 2023 Regional Theatre Tony Award, is internationally recognized for its significant role in the development of American theater. One of the most prolific theaters in the country, the Playhouse has staged thousands of original productions since its founding in 1917 including premieres of works by Tennessee Williams, Eugene O'Neill, Suzan-Lori Parks and hundreds more. For decades, its pioneering School for Theater Arts was a training ground for actors and theatermakers who went on to make significant contributions to the entertainment industry.

Under the leadership of Producing Artistic Director Danny Feldman since 2016, Pasadena Playhouse's productions and community programs are centered on its founding idea of being a living force in its community, making theater for everyone. Today, the Playhouse continues to advance the American theater and serves as a hub for the top theatermakers of our time. In 2025, the Playhouse regained ownership of its historic campus, paving the way for a new era of artistic ambition, community engagement, and long-term sustainability.

Position Overview

The Director of Events is a strategic leader and hands-on producer who oversees all fundraising, engagement, and enterprise-wide events for the Pasadena Playhouse. Reporting to the Chief Development Officer, this role manages the Playhouse's largest fundraising event, leads a portfolio of signature donor engagement events, oversees all on-site special events, and develops a scalable rentals program that maximizes the use of Playhouse spaces.

As the Playhouse expands its event program into multiple venues on campus, the Director of Events will play an essential role in building systems, tools, and procedures to ensure



clear and effective communication, partnership, and collaboration with all relevant stakeholders, both internally and externally. This role works closely and routinely with colleagues across Development, Finance, Communications, Production, Education, Marketing, Facilities, and Front of House—as well as with donors, volunteers, and trustees. The Director of Events also plays a key role in shaping the overall guest experience at Playhouse events—setting and maintaining high standards for hospitality, aesthetics, and service that reflect and advance the Playhouse's mission.

Key Responsibilities

Fundraising Events (60%)

- **Annual Gala (Playhouse Party)** – Lead all event planning, strategy, and execution for the Playhouse's premier fundraising event, with a net revenue goal of \$1M+ annually. Oversee program content, guest experience, vendor relations, and budget; work closely with frontline fundraising staff to support revenue goals.
- **Signature Fundraising & Engagement Events** – Plan and execute a portfolio of high-impact events including Opening Nights, the Gilmor Brown Luncheon, Summer Social, and other donor or community engagement gatherings. Ensure each event advances stewardship, cultivation, and relationship goals.

Venue Rentals & Earned Revenue (20%)

- Develop and manage a sustainable rentals program for the Playhouse bar, courtyard, library, and other available spaces on campus.
- Establish pricing, policies, and marketing strategies to generate new earned revenue while maintaining mission alignment and operational feasibility.

Enterprise-Wide Events & Experience Standards (20%)

- Serve as the organization's leader and point-person for all on-site special events (i.e. all programs outside the normal scope of performances and classes), ensuring brand consistency, operational efficiency, and outstanding guest experiences.
- Design and implement consistent practices for booking, managing, and executing all Playhouse events. Provide processes, calendars, and structure to ensure



smooth transitions between events and manage overlapping priorities. Run the weekly organization-wide events meeting.

- Provide guidance and support for hospitality and entertainment elements at events produced by other departments (e.g., Production, Education, Marketing).
- Support Facilities, Front of House, and Concessions in shaping the overall guest experience in public spaces, including furnishings, fixtures, and décor.

Qualifications

- Minimum 7-10 years of professional event planning experience, with a track record in producing high-revenue fundraising events.
- Strong leadership, project management, and vendor negotiation skills.
- Experience managing complex budgets and meeting ambitious revenue goals.
- Exceptional interpersonal skills and a commitment to hospitality and customer service excellence.
- Ability to work collaboratively across departments and with diverse stakeholders, including donors, artists, volunteers, and community members.
- Creative problem-solving skills and the ability to manage multiple projects simultaneously in a fast-paced environment.
- Knowledge of Pasadena/Los Angeles donor and event markets a plus.
- Availability to work evenings and weekends as required for events.

Compensation

- This is a full-time, exempt, benefits-eligible position. The annual compensation range for this position is \$85,000–\$95,000, commensurate with experience.



Culture

Pasadena Playhouse works to maintain a positive environment for our employees, where people can learn, grow and thrive with the company. We strive to provide a collaborative, creative, transparent workplace where each person feels encouraged to contribute to our processes, decisions, planning and culture.

To Apply

Please send a cover letter and resume to **Justin Glasson, Chief Development Officer**, at jglasson@pasadenaplayhouse.org.

Pasadena Playhouse is an EEOC Equal Opportunity Employer.