



McNamara Alumni Center

University of Minnesota

OPEN POSITION: Director of Marketing & Events

REPORTS TO: COO & General Manager

POSTING DATE: September 24, 2026

This full-time position is part of a 16-member team that manages the [McNamara Alumni Center](#), an award-winning event center and office building located on the University of Minnesota Minneapolis campus. Team members are employees of University Gateway Corporation (UGC), a private organization founded by the University of Minnesota Foundation and the University of Minnesota Alumni Association.

Provide Strategic Leadership to McNamara's Event Operations & Sales Teams (8 staff)

- Participate in hiring event staff, ensuring thorough and effective training. Provide input on individuals and teams, offering guidance and motivation in their responsibilities.
- Supervise & support the Sales Manager and the Event Manager
- Ensure high customer service standards and consistent branding are delivered through all touchpoints with clients—from inquiries, tours, coordination through event completion and follow-up.
- Continually analyze the operation for efficiencies and effectiveness, modifying or setting policies and procedures. Assess and initiate opportunities for change and improvement. Include team members as appropriate, challenging them to think outside-the-box and rewarding innovative thinking.
- Ensure ongoing training of emergency preparedness planning/crisis management/ security requests
- Lead inspiring weekly staff meeting of sales and operations teams.
- Plan and lead an annual retreat of event staff including onsite catering staff if desired. Hold teammates accountable for goals and proposed initiatives.
- Identify areas for professional growth in managers and all event staff; provide opportunities for learning new skills and enrichment.
- Conduct performance reviews, requesting 360 degree input and providing meaningful, thoughtful feedback.

Oversee Marketing of Events Business to Identify and Secure New Event Clients

- Work with the Sales Manager to brainstorm marketing initiatives, strategies, advertising campaigns and promotions for the event business. Target markets include planners of conferences, corporate meetings, non-profit galas, and weddings.
- Work with freelance writers, graphic designers and videographers to produce web, digital and print advertising, client e-news, direct marketing mailers, sales materials, trade show displays.
- Give direction to McNamara's web developer; be knowledgeable of WordPress to help manage the McNamara Alumni Center website www.mac-events.org. Edit content, supply files, provide strategy.
- Give direction to McNamara's Google Ads consultant; evaluate and monitor MAC's Google ad performance. Write or edit content.
- Give direction to McNamara's Sales & Marketing Coordinator who updates McNamara's online listings, manages social media, compiles McNamara's photo library and assists with misc. marketing projects.
- Attend ILEA, MPI, MN Bride, Meet Minneapolis and other industry events and meetings, exploring memberships as appropriate.

Establish Good Partner Relationships with Key University Departments Whose Work Impacts McNamara's Event Business

- Initiate and foster relationships with representatives of UMPD, Parking and Transportation, Athletics, General Counsel, University Real Estate, Student Activities Office, University Relations, Graduate Minneapolis Hotel, other campus venues etc.
- Negotiate issues related to our events business, leveraging UGC's contributions to the University and exposure through McNamara's events. Past negotiations have included parking ramp access and rates for MAC events; property lines and uses; security costs; university event contract terms; plaza booking procedures, etc.
- In collaboration with Sales Manager, negotiate trades and long-term agreements with UMAA, Minnesota Carlson (1st Tuesday) and other units.

Monitor Performance of D'Amico Hospitality, McNamara's Exclusive Catering Partner

- Negotiate contract terms, commission structures, operational responsibilities and procedures etc.
- Share customer and staff feedback on personnel and service
- Provide training to new catering staff as it relates to the McNamara-D'Amico partnership and McNamara's processes and procedures.
- Negotiate joint trades, marketing initiatives, and hosting special events that bring clients to McNamara (wedding showcases, open houses etc.)
- Have a bi-annual check-in meeting with D'Amico's leadership

Represent and Advocate for the Event Business on the UGC Senior Management Team

- Attend weekly Senior Manager Meetings led by the COO & General Manager
- Assist Event Manager in negotiating building construction and repair timelines, tenant requests that impact the events business
- Brainstorm and lobby for improved operational recommendations including building hours, security needs, capital improvements etc.
- Participate in strategic planning of any expansion and developments at McNamara or on campus as it relates to McNamara. Prepare reports and research, working with consultants and vendors.

Financial Management & Business Performance

- Oversee the annual Events budget of \$2.6M, ensuring financial performance aligns with UGC organizational goals and strategic priorities.
- Partner with Event and Sales Managers to establish annual revenue and profitability goals that support the strategic plan set by the COO.
- Manage the full budget cycle for the Events business, including annual budgeting, annual forecasting, and variance analysis.
- Prepare monthly financial reports and written summaries highlighting business performance, budget variances, and key trends.
- Review monthly P&L statements to ensure accuracy, identify trends, and address any questions from the COO & General Manager and Controller.
- Monitor the Events aging report and work with the team to resolve outstanding balances and improve collections.
- Monitor expenses throughout the year to ensure spending remains within budget and recommend adjustments as needed.
- Partner with COO & General Manager and Controller during month-end and year-end close to ensure accurate financial reporting.

POSITION REQUIREMENTS & DESIRED QUALIFICATIONS

- Bachelors Degree in Marketing, Communications, Hospitality, Business or equivalent
- Minimum of 8 years of marketing experience
- Minimum of 8 years of leading a team, preferably within the hospitality industry (event planning, venue or hotel management, catering etc.)
- Proficiency in Microsoft Office (Word, Excel), Adobe Suite (PhotoShop, InDesign), event industry software systems (EMS, Social Tables)
- Strong written and oral communication skills, including the ability to clearly present expectations and provide direction
- Strong organizational, analytical, and problem-solving skills
- Demonstrated commitment to customer service excellence
- Ability to work flexible hours
- Physical requirements may include standing and lifting up to 50 lbs.

PAY & BENEFITS

We offer a competitive salary and compensation package that includes:

- Up to 20 days of PTO in the first year of employment
- Paid holidays
- Exceptional medical, dental and eye health plans
- 403(b) retirement plan
- 24-7 paid parking in adjacent ramp
- Cell phone reimbursement
- Paid parental leave
- University of Minnesota RecWell gym membership

EQUAL OPPORTUNITY EMPLOYER (EEO) AND NONDISCRIMINATION STATEMENT

University Gateway Corporation is an equal opportunity employer committed to creating an inclusive environment for all employees. We do not discriminate on the basis of race, color, creed, religion, national origin, sex, gender identity, sexual orientation, marital status, familial status, disability, age, genetic information, status with regard to public assistance, veteran status, or any other characteristic protected by applicable federal, state, or local law. We encourage individuals from all backgrounds to apply and are dedicated to advancing equity and inclusion in our workplace.

TO APPLY

Please submit a resume, cover letter and 3 references to the Hiring Manager at u-gateway@umn.edu.