



## We're Hiring a **DIRECTOR OF ROSTER DEVELOPMENT**

Sam Hill Entertainment is looking for a Director of Roster Development to lead our Roster Team in the recruitment, development and relationship management of our exclusive roster of 50+ live bands that serve the private event industry.

Sam Hill is driven by one core focus - we aim to elevate the experience for all by empowering celebrations through live music. Our success in fulfilling this purpose depends on our ability to provide a diverse and talented roster of bands to our clients, and the Roster Team owns this aspect of our business. Internally, the team is committed to providing a stellar environment for our bands. Externally, the team focuses on growing our exclusive roster in number and improving their marketability. We accomplish this by:

- Recruiting and developing exceptional talent for our roster
- Deepening our relationships with our existing roster
- Guiding our bands to help them be successful and thrive
- Continually looking for ways to enhance our bands' experience with our agency

Simply put, the Roster Team aims to ensure that Sam Hill is the best place for bands to call home in the private event industry.

If you are passionate about realizing the long-term success of those you serve, understand the needs and perspective of professional bands, and have the business acumen and leadership skills to grow and guide the team that supports them, we're looking for you.



## WE ARE SAM HILL

We represent amazing live bands that dazzle guests at weddings, corporate events and private parties around the country. Our job is to empower our bands with great gigs and provide the steady support they need to be successful, and to ensure that our clients have an extraordinary experience from start to finish when booking and working with our bands.

Sam Hill is founded on the belief that music is an essential part of any celebration, and that live music impacts people in an especially powerful way. Underlying everything we do is the belief that successful bands must not only be great performers, they must also be great for our clients to work with. We are most successful when we enable our bands to shine and our entire team to do their best work.

The culture at Sam Hill is based on connection - to each other, and to where we are headed. We focus on creating a healthy remote work culture with periodic in-person time. We keep our eye on our goals and on how each member of our team contributes to accomplishing them. We are people you can count on, people who want to do it better next time, and people who are more interested in those we serve than in serving ourselves. We take pride in the fact that many of our staff have been with us for over a decade, and we love the new ideas and fresh perspective we get when we welcome new folks onto the team.

## SNAPSHOT

- What we do: Empower celebrations through live music
- Why We Do It: To elevate the experience of hiring a band
- Founded: 1995 in Charlottesville, VA
- Region: Mid-Atlantic and Southeast
- Exclusive Bands: 50 and growing
- Employees: 15 and growing
- Work Environment: Fully remote with periodic in-person time





## REMOTE WORK AT SAM HILL

In 2021, after over a year of operating remotely, Sam Hill Entertainment decided to give up our offices and move permanently to a remote-work based structure. While we embrace the positive aspects of remote work, we also realize that there is value in face-to-face interaction and recognize that company culture is not always built behind a desk or a screen, so we are making sure to implement both in-person and virtual experiences to maintain a positive staff experience.

Here are some of the things you can expect as a team member at Sam Hill:

- Company retreats in the spring and fall
- Summer outings that include a plus 1
- An annual holiday party + overnight stay
- Occasional happy hours (both virtual and in-person)
- Weekly virtual team and 1:1 meetings
- Milestone recognition across teams and employees

# THE POSITION

## Director of Roster Development

As the Director of Roster Development, you will have the opportunity to grow and lead a key area of our business that has a huge impact on the success of our bands as well as our company. Additionally, your role will be focused on further differentiating Sam Hill as a leader in the private event industry by continuing to invest in our band relationships and setting the standard for what makes bands successful in this space.

The Director of Roster Development oversees all functions of the Roster Team. This includes recruitment of new bands, roster relationship management, band-agency communication and ensuring the team's approach is grounded in client service best practices for our bands. You will also help guide the development of band marketing materials produced by our in-house creative team. Recruiting new bands is critical to the growth of Sam Hill, and you will drive the process of identifying and partnering with people who are capable of building and managing successful bands. Sam Hill is a people-focused and collaborative environment - in this role, you will manage all members of the Roster Team, collaborate cross-functionally to achieve the best outcomes and contribute to strategic alignment and company direction as a member of our Leadership Team.

To be successful in this role, you will need to champion our commitment to building strong relationships with our bands across the Roster Team. You will set the bar for our bands' exceptional client service and inspire your team to be consultative, receptive and authentic in their relationships with our bands. You will benefit from a genuine desire to help our bands realize their full potential and feel at home with Sam Hill. Championing our band relationships involves taking the lead in introducing and directing programs that help our bands thrive and overseeing processes to ensure Roster Team operations are effective and run smoothly. We are looking for at least 10 years of professional experience as a foundation for the core responsibilities of this role.





# QUICK FACTS

- **Reports to:** CEO
- **Works closely with:** Booking Team, Marketing and Creative Teams, Finance Team
- **Supervises:** Roster Team Coordinator, Roster Relationship Managers
- **Time Commitment:** Full-Time - Flexible (80-90% during regular business hours and 10-20% evenings/weekends to meet with our bands and see them perform.
- **Location:** Remote from North Carolina, Central Georgia or Virginia (Metropolitan areas with accessibility to major airports preferred). Sam Hill represents bands and books events primarily in the Southeastern US.
- **Travel:** This position will need to attend 10-12 in-person company meetings and gatherings per year located in Central VA, including company retreats and quarterly strategy meetings, with overnight stays as needed. This position will also need to regularly attend band performances and/or meeting on a monthly basis as needed - mostly local but some regional travel will be required
- **Expected Start Date:** Spring 2023
- **Compensation:** \$100-110k salary range depending on experience
- **Benefits:** Medical, dental, vision, retirement plan (with company match), PTO, twelve annual holidays, winter break, summer hours, highly flexible workplace



# SKILLS & EXPERIENCE

## Required:

- 4 year college degree
- 10 years professional experience
- Familiarity with the music industry and/or background in music
- Developing and marketing a product or service
- Networking and relationship building with clients and vendors
- Leading and managing a team in a professional organization
- Leadership skills that inspire, empower and motivate others
- Management skills that reinforce accountability, integrity and results
- Process development and project management expertise
- Establishing and enhancing operations, systems and workflows
- Ability to clearly and concisely articulate ideas verbally and in writing
- Ability to plan, execute and prioritize projects in a timely manner with competing priorities
- Resourceful problem-solver with intellectual curiosity
- Strategic quantitative skills with a focus on metrics, reporting and finances
- Familiarity and comfort with using modern technology (CRMs, project management software, productivity suites)

## Helpful:

- Involvement in the business of professional bands
- Involvement in the private event industry
- Experience leading, owning or managing a band
- Familiarity with locations and nature of private events in the Southeastern US
- Participation on a leadership/management team within an organization



# RESPONSIBILITIES

## Strategic Responsibilities

- Cultivate the overall health and effectiveness of the Roster Team
- Direct band recruitment strategy
- Direct communication strategy between agency and bands
- Determine and motivate marketing priorities across our roster
- Ensure band marketing materials are current and consistent with our bands' brands and business goals
- Develop and reinforce our bands' best practices for client service
- Develop and reinforce programs, processes and practices that improve department operations
- Consult with bands on improvements to roster practices and policies
- Research competitive product and service trends
- Represent department on company Leadership Team

## Tactical Responsibilities

- Lead, manage and empower Roster Team members
- Evaluate band recruitment prospects against screening criteria
- Pitch band prospects on signing with agency
- Review and approve creation of band marketing materials
- Initiate roster-wide communications from agency
- Review, share and act on band performance metrics
- Translate bands' pricing needs into pricing structure
- Support Roster Relationship Managers in:
  - resolving significant band-specific issues
  - guiding bands through key transitions
  - developing each band's marketing potential
  - preparing bands for creative projects
- Enable bandleader training and education programs
- See and connect with bands at performances
- Manage department budget

# INTERESTED?

**To Apply:** [www.samhillbands.com/careers](http://www.samhillbands.com/careers)

**Learn More About Us:** [www.samhillbands.com](http://www.samhillbands.com)

**To Reach Us:** [recruiting@samhillbands.com](mailto:recruiting@samhillbands.com)

