



POSITION TITLE: Festival Director
REPORTS TO: Festival Officer
CLASSIFICATION: Exempt

JOB OVERVIEW: Manages the operation of the festival to include the educational, creative, interactive, and animal-based attractions during the Stock Show and Rodeo. The events under the direction of the Festival Director include the carnival, attractions, live music, and concessions during the Stock Show and Rodeo, and annual fundraising events. Acts as the liaison for the concessions and carnival during the Stock Show and Rodeo. Primary point of contact for all fairgrounds attractions staff and volunteers.

ESSENTIAL DUTIES:

1. Creates detailed annual fairgrounds layout in cooperation with all relevant staff; assists in designing and developing all grounds signage, maps and daily schedule of events.
2. Develops expenditure and revenue forecasts, prepares baseline budgets and revisions as needed.
3. Participates in the development of special projects, programs, offers and incentives and facilitates attraction and partner involvement.
4. Secures fairgrounds attractions (i.e. educational, creative, interactive or animal-based) for the Stock Show & Rodeo and applicable fundraising events by performing thorough outreach, research and assessment resulting in an interactive experience that generates patron interest.
5. Secures outdoor live music through applications as well as outreach and research; oversees the live music application process; creates forms, materials and handbooks.
6. Secures necessary support services (i.e. sound and lights, stroller and wheelchair rental.)
7. Creates, reviews, issues and executes contracts with all attractions, performers and services; works closely with the Ticketing Officer to establish proper pricing structure. Coordinates the receiving of shipments, payment of invoices, and inventory management.
8. Oversees third-party contracts concessions operations such as space planning, move-in/out, location, Carnival, etc.; facilitates Carnival partner contract fulfillment and over sees operations of the Carnival, providing accountability.
9. Arranges insurance coverage and ensures that all legal, health and safety requirements are adhered to. (Including all human and animal code regulations)
10. Works closely with the Marketing team to ensure proper promotion of the carnival, attractions, live music and concessions.

11. Assists committees and partners, in conjunction with the Operations department and Security, in developing, implementing and evaluating traffic flow and the event set up and tear down process for all attractions and applicable partners.
12. Performs post-event assessments such as satisfaction surveys, personal contacts, and financial summary reports.
13. Oversees and leads the work activities of interns.
14. Assists and supports the efforts of volunteers who make it possible for S.A.L.E. to achieve its financial goals.
15. Perform additional duties and responsibilities as assigned.

EDUCATION:

Must have a Bachelor's Degree in Event Planning, Entertainment Management, Tourism, Communications, Business or applicable field.

EXPERIENCE:

Three (3) years of fair, festival, event, trade show or attractions experience or closely related experience is preferred
Local and regional expertise of the Texas concert, entertainment and festival markets
Experience working with volunteers preferred.

SKILLS:

Must have the following skills and/or abilities:

- Working knowledge of business operations, marketing communication, event planning, and area demographics.
- Working knowledge of fair grounds and vendor relations.
- Strong negotiating, purchasing, and selling skills.
- Strong orientation to detail and ability to maintain accuracy in processing vendor and attraction contracts and applications, and detecting discrepancies.
- Excellent customer services skills to interact with vendors, performers, and volunteers in a positive, cooperative, and courteous manner.
- Proficient mathematical skills to include accurately count money; add, subtract, multiply, divide; and to record, balance, and/or check results for accuracy.
- Excellent interpersonal and communication skills (both written and oral) when working with vendors, performers, and volunteers or co-workers on accounts or other S.A.L.E. services inquiries or information.
- Strong technological proficiency, competency in Microsoft Office Suite, database and website editing system. CAD knowledge is a plus.
- Demonstrated sound judgment in decisions regarding vendor relations.
- Demonstrated ability to ensure positive attraction, partner and patron experience during events
- Demonstrated ability to build and maintain lasting relationships with attractions and partners.

LICENSES/CERTIFICATIONS:

Forklift certification will be provided

PHYSICAL/OTHER REQUIREMENTS:

- Constantly sit for 4 or more hours per day performing various tasks such as inputting data, talking on the phone with volunteers/vendors, responding to inquiries, and operating keyboard.
- Constantly use fingers and hands when typing, using a 10-key number pad, handling pens/pencils, forms/paper, telephone, tools, or other computer or office equipment.

- Frequently lift, transfer, push, or pull up to 50 lbs. of picnic tables, plants, supply boxes, dollies, or other equipment.
- Hear average or normal conversations and receives ordinary information through verbal communications.
- Use average, ordinary visual acuity necessary to utilize the computer or other office machinery, and to read or write instruction manuals or other documents.
- Frequently move about the office which may include climbing stairs, stopping, kneeling, and/or bending.
- Must attend SALE events as required, including but not limited to: Committee meetings, Board of Directors meetings, Chairmen's meetings and fundraisers.

WORKING CONDITIONS:

- During peak seasons, work schedules will be extended to support fundraising events as required, which will include evenings and weekends, and 7 days per week during the annual Stock Show & Rodeo.
- During events, the work setting will be located on the event site with possible exposure to animals, dust, elevated noise levels, weather elements, large crowds, and carnival equipment. Event management will require a large amount of walking and physical exertion.
- During non-event times, the work setting is a traditional office environment located inside a building with no hazardous or significantly unpleasant conditions.

CONCEPTUAL/INTELLECTUAL ACTIVITIES AND OTHER REQUIREMENTS:

- Ability to act and operate independently with minimal daily direction from managers to accomplish objectives.
- Ability to work cooperatively and collaboratively with all levels of employees, management, and volunteers.
- Frequently convey detailed or important instructions or ideas accurately, clearly, and/or quickly.
- Understand, remember, follow, and exchange basic instructions, information, and guidelines.
- Organize thoughts and ideas into understandable terminology.
- Ability to apply common sense reasoning and decision-making to carry out detailed, involved financial transactions and to resolve problems involving several concrete variables.
- Dependable attendance and punctuality are necessary to perform the essential job duties.
- Available to work occasional long hours when necessary to reach goals (including evenings and weekends as required).

This job description in no way states or implies that these are the only duties to be performed by the employee in this position. Requirements are representative of minimum levels of knowledge, skills, and/or abilities. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Additionally, this document does not create an employment contract, implied or otherwise.

To apply for this position, please send your resume and cover letter to:

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