



# Festivals and Events Manager

## POSITION DESCRIPTION

Reports To: Vice President of Sales and Marketing

### Position Overview

Under limited supervision, manages the overall development, planning, and coordination of events; and is involved in the overall development, planning, and coordination of major festivals to further develop the festivals division of the Convention & Visitors Bureau. Interfaces with the Marketing Team to ensure that appropriate branding and messaging objectives are met. Develops and maintains a written plan of work and timeline for assigned festival and event duties. Develops budgets, event layouts and operational needs for smaller events and assists in the development of major festival budgets, festival layouts and operational needs. Maintains accurate databases for festival vendors, volunteers, and community groups. Works with vendors, volunteers, community groups, and other Parish departments to further the goals of the Jefferson Convention & Visitors Bureau. Provides continued input toward improving the festival and event activities, appearance, and total guest experience. Works in a team environment and must perform in a reliable and confidential manner.

### Typical Duties and Responsibilities

1. Festivals and Events – Responsible for the development, planning, preparation, and execution of major festivals. Develop layout and operational needs. Develop and administrate budget for multiple in-house produced festivals. Play a major role in festivals, events and JCVB community promotion programs. Develop and implement membership, convention, and sales events hosted by the CVB in collaboration with respective counterparts.
2. Coordinate with marketing team to ensure appropriate information is communicated to meet marketing and public relations branding, messaging and timelines.
3. Oversee the vendor process from application through selection and final notification. Work to ensure on-going communication with vendors and coordinate with Festival Director regarding operational needs.
4. Research and provide input to enhance festival aesthetics, activities and programs by working in conjunction with the festival team with the goal of

providing festival attendees with an improved experience.

5. Ensure sponsor deliverables are met by working in collaboration with sponsor representative and JCVB contact.
6. Customer Service - Handle festival related questions from vendors, suppliers, citizens, visitors, and fellow employees in a courteous and efficient manner whether by phone, e-mail, or in person.
7. Administration – Maintain accurate databases and backup files for festivals and events. Documents all process and timelines relative to festival or event. Prepare related documentation as required. Maintain a broad base of vendors and contractors.
8. Provide input for the festival related pages of the web site.
9. Develop and maintain positive relationship with key parish departments involved in the execution of festivals and events.
10. Develop and maintain strong volunteer base, including corporate and community volunteers.
11. Operate within the guidelines of each event's budget.
12. Effectively manage time and resources to meet multiple project deadlines.
13. Liaison with various clubs and organizations as it relates to festivals and events.
14. Assist in development of an annual destination festivals and events strategy plan utilizing festival and event best practices.
15. Implement analytical event research and development.
16. Implement or participate in other duties as assigned.

## Additional Duties and Responsibilities

1. Ensure development, funding, and implementation of festivals and events to further Jefferson Convention & Visitors Bureau's tourism, preservation, and revitalization efforts.
2. Ensure timely and appropriate coordination and communication amongst local businesses, citizens, committees, and officials with regards to festivals and events.
3. Represent the Bureau by acting carefully and responsibly to protect JCVB image and reputation.
4. Primary duties to be executed with empathy, discretion, team judgment and high ethical standards

## Position Requirements

- Four-year degree from an academic institution and/or minimum of five - seven years related experience or equivalent combination
- Ability to deal effectively with potential clients, members, and the public
- Ability to work in a team situation and manage people effectively
- Strong analytical skills to be able to determine quality of business and best suited business opportunities
- Strong knowledge of convention/meeting and sports event markets
- Professional appearance
- Excellent detailed organizational and oral and written communications skills
- Ability to write and initiate targeted sales plans and related budgets
- Strong and consistent ability to prioritize activities within specific time guidelines and to handle multiple tasks
- Knowledge of computer software including Microsoft Outlook, Word, PowerPoint and Excel
- Ability to use required office equipment
- Some travel required
- Some use of personal vehicle
- Some evening and weekend hours required
- Ability to handle physical activity for extended periods of time such as computer work, keyboarding, telephone use, sitting and/or standing
- Ability to lift, push, or pull objects 50 lbs. or more