

Crested Butte Wildflower Festival Assistant Director Job Description

The Wildflower Festival Assistant Director is responsible for helping produce and organize the Festival. Applicants must be proficient in MS Word and Excel (or Google Sheets), comfortable using Dropbox or Drive and highly organized. Requires exceptional people and communication skills, patience, and sense of humor.

Assistant Director Duties:

Volunteer Recruitment & Management

- Recruit and manage Leaders for ID Walks & Garden Tours.
- Recruit and schedule all Festival volunteers. Coordinate volunteer benefits, track hours worked, and send thank you notes post-festival.
- Plan and execute the 2018 Garden tour, contacting/planning with homeowners, developing Garden Tour Pamphlet and Map, and updating/installing Garden Tour signs.
- Plan and coordinate wildflower identification training for all Wildflower ID guides, develop schedule with trainer and obtain necessary handouts.
- Plan and coordinate volunteer orientation/training with Executive Director.
- Document processes and timeline for volunteer recruitment and training.

Administrative/Customer Support

- Communicate with public: answer phone, mail, e-mail, and social media inquiries.
- Assist participants with questions about Festival/pointing them to other appropriate resources if needed (lodging, Chamber, CBMR, Music Festival, etc.)
- Learn and utilize our Event Management Software to manage customers, event registrations, merchandise orders, and refunds.
- Prepare and ship online merchandise orders.
- Complete cash register transactions during the Festival.
- Notify workshop leaders and participants of cancelled events or updates to their event.
- Train and supervise Festival Assistants in customer support procedures and boutique management (1 in May; 2 in July during the Festival).
- Create name tags and welcome packets for Board members, workshop leaders, and volunteers. Send thank you notes to workshop leaders and BOD after the Festival.
- Ensure availability of all necessary materials for the Festival (plant lists, bloom locators, Garden Tour Guides, volunteer resources, Handy-Dandy Guides, Festival Schedules).
- Stock and monitor supplies of ice and food for Board members, volunteers, and workshop leaders during the Festival.

Other

- Prepare maps for participants from Depot to all off-site events.
- Prepare and ship member benefits (posters, ID books, t-shirts, etc.)
- Organize the Photo Contest and promote the event before, during, and after the festival.
- Organize the Poster Contest and promote the contest June – August, 2018.
- Aid in the development and organization of a photo library with images that the Wildflower Festival can utilize.
- Organize 4th of July Parade, 4th of July Booth, and Farmer's Market marketing efforts.

Other Duties – depending on interest and experience

Social Media/Promotions/Publicity

- Write regular press releases to Gunnison Times & CB News.
- Post 2x/weekly updates to Facebook, and Instagram.
- Create Facebook and Instagram Ads promoting Festival events and merchandise.
- Develop presence on Pinterest.
- Write bi-weekly blog and post on website; link to social media platforms and e-blasts.
- Create Mail Chimp email blasts (scheduling their delivery, content).
- Work with sponsors to satisfy agreements by using logos and promoting them in e-blasts and social media.
- Assist with online survey to Festival participants after the Festival.

Merchandising

- Select boutique merchandise, place orders with vendors, collect and price merchandise, collect and organize invoices.
- Collaborate with t-shirt design artist and Offcenter DeSIGNS to obtain t-shirts and hats for the boutique.
- Set up and arrange boutique merchandise and consignment areas at the Festival.
- Recruit Gunnison/Crested Butte artists as consignment vendors for the boutique.
- Manage check-in/close-out inventory count for consignment vendors at Boutique.
- Organize and submit consignment invoices after the Festival.
- Complete inventory of remaining Blossom Boutique merchandise after the Festival.
- Document processes for Boutique Management and Merchandising.

Graphic Design

- Create series of 12 ads featuring Festival events and workshop leaders for CB News.
- Design and manage Festival ads for local publications (Arts Advisor, Summer Visitor's Guide, etc.).
- Assist in the development and design of Festival handouts (Bloom Locator, Handy Dandy & Alpine Wildflower Guides)
- Assist with creation of rack cards/promotional brochures and distribute to local businesses.
- Design promotional posters for the Festival and distribute around Gunnison and Crested Butte.
- Design brochure/map for Festival Garden Tour.
- Design brochure/map for Wildflower ID Hikes and new self-guided Wildflower ID tour.
- Design marketing materials to promote the photo and poster contests.
- Work with Sign Guys & Gals on new layout for Festival Banners.