

CRESTED BUTTE WILDFLOWER FESTIVAL

Executive Director Job Duties

Administrative:

- Maintain all Festival databases including Membership, and participant accounts/registrations.
- Research and obtain adequate insurance for the Festival, including BOD protection, workman's compensation, event liability/cyber liability, and volunteer accident.
- Research and obtain proper permitting for Festival events; coordinate with USFS, CBMR, and CB Land Trust to obtain permission for events taking place on their property/lands.
- Ensure thank you notes are written to sponsors, Members, and Festival supporters.
- Obtain Festival site one year in advance. Arrange lease, trash pick-up, keys, and cleaning post Festival.
- Coordinate design, printing and mailing of Festival Program Guide. Post Festival Program Guide on website.
- Oversee Member and general Festival event registration.

Board of Directors (BOD):

- Coordinate BOD monthly meetings and reserve meeting location. Send BOD meeting reminders which include agenda, financials, and any relevant documents for review.
- Collaborate with BOD to ensure organization's policies, procedures, governing documents, and operations manual are accurate and up to date.
- Collaborate with BOD President, Vice President, and Treasurer to plan annual BOD Retreat and set future organizational goals.

Financial:

- Coordinate with accountant to ensure Festival financials are current and accurate. Includes using QuickBooks online to categorize all transactions from bank and PayPal. Coordinate with accountant for filing of 1099s and 990s.
- Manage Festival's accounts payable and receivables.
- Develop (with BOD President & Treasurer) annual Festival budget; ensure organization operates within the approved budget. Provide financial reports at monthly BOD meetings.

Fundraising:

- Research and write grant requests/proposals & follow-up reports.
- Organize annual membership drive. Write and coordinate printing of Member letter, Member/sponsor holiday cards, and additional Member communications/drives.
- Ensure Member benefits are fulfilled and our list/database is accurate and current.
- Oversee planning of annual Member Appreciation Party and other special fundraising events.
- Plan and implement annual sponsor drives. Design, print, and distribute annual sponsor benefits packages. Ensure sponsor benefits are fulfilled.

Operations:

- Communicate regularly with Festival Board of Directors, Workshop Leaders, and other stakeholders.
- Organize/oversee the production of annual Wildflower Festival Poster. Coordinate artist selection, printing, sales, marketing, and distribution of poster.
- Oversee the Blossom Boutique (Assistant Director); ensure timely ordering of merchandise.
- Create annual marketing plan, budget, and calendar. Evaluate effectiveness annually.
- Oversee Festival marketing efforts including the writing of press releases, ads, and flyers. Coordinate advertising of Festival both regionally and locally, using a wide range of news and services. Be available for various interview requests.
- Oversee social media and electronic marketing efforts (Assistant Director).
- Hire, oversee, and train Festival staff including the Assistant Director. Ensure staff responsibilities are fulfilled. Provide frequent feedback and conduct annual performance reviews.

Festival Event Planning:

- Plan annual Wildflower Festival schedule of 150+ events; maintain records of each event, schedule event leaders and collaborate with partner organizations.

- Ensure event leader contracts and waivers are sent, signed, and returned. Ensure event leaders are current on first aid/CPR certifications, receive welcome packets, first aid kits, and nametags prior to leading events.
- Arrange lodging for out-of-town leaders.
- Ensure events are entered into Festival's EMS and are ready for Member and general registration.
- Coordinate recruitment, training, and scheduling of Festival event leaders.
- Coordinate recruitment, training, and scheduling of Festival Assistants/staff.
- Oversee (Assistant Director) recruitment, training, and scheduling of community volunteers.

Professional Qualifications:

- Bachelor's degree required.
- Transparent and high integrity leadership experience.
- Proven ability planning and managing events.
- Two or more years of non-profit experience preferred.
- Demonstrated experience with high-level strategic thinking and planning. Ability to envision and convey the organization's strategic future to the staff, board, volunteers, and Members.
- Ability to effectively communicate the organization's mission to Members, volunteers, participants, and the overall community.
- Ability to execute growth initiatives aligning with organization's mission.
- Proven ability to recruit, hire, oversee and collaborate with staff.
- Excellent member relations skills and understanding of the funding community.
- Previous success in establishing relationships with individuals and organizations of influence including funders, partner agencies, and volunteers.
- Solid organizational abilities, including planning, delegating, program development, and task facilitation.
- Strong financial management skills, including budget preparation, analysis, decision making, and reporting.
- Strong written and oral communication skills.
- Proficiency with office management skills and technology including the following computer applications: Microsoft Office, QuickBooks, WordPress, and CRM software.

Expectations for Annual Hours:

- Approximately 1,400-1,500 hours per year. Although position is ¾-time, hours are not consistent throughout the year:
 - August-December: 20-30 hours/week.
 - January & February: 30 hours/week.
 - March: 30-40 hours/week.
 - April & May: 20-30 hours/week.
 - June & July: 40 hours/week.
- **Please note:** *During the 2-3 weeks in July when the Wildflower Festival occurs weekends are required, and hours are likely to exceed 40/week. The position is overtime salaried exempt.*

VACATION:

- **4 weeks;** *Cannot be used June through mid-August or prior to and during Member/General registration (usually March).*