



Position Available “FESTIVAL DIRECTOR”

Italian Youth Association of Edmonton: Viva Italia Viva Edmonton Festival

Edmonton’s Italian Youth Association is seeking a dynamic new **Festival Director of VIVE**: The Viva Italia, Viva Edmonton Festival. Now in its 9th year, VIVE is Edmonton’s summer Italian festival - filled with great food, musical acts and cultural entertainment and celebrates being Italian for a day.

Building on the festival’s passion and love for the community, we are looking for an organized and experienced leader who will take strategic direction from the AGIE Board of Directors to solidify operating procedures and further develop VIVE’s status as a vital Edmonton cultural event.

STATUS:

This is a part-time year-round position with peak activities occurring 6 months of the year. Festival is held the last Sunday of August and main licencing activities occur in February and March. For 2018, the Board has handled the majority of the pre-event requirements.

SUPERVISION:

The Festival Director performs all duties and responsibilities subject to the supervision of the AGIE Board of Directors.

SUPERVISES:

The Festival Director recruits and supervises a seasonal, volunteer festival committee which is comprised of Area Managers who help carry out many of the duties outlined in the job description below.

COMPENSATION:

\$4,000 to be paid after the festival.

PRINCIPAL RESPONSIBILITIES:

Under the direction of the AGIE Board, the Festival Director oversees, coordinates, programs, and manages all aspects of the annual VIVE Festival, as well as the Annual Bocce Tournaments. The Festival Director is responsible for the authentic quality of VIVE; ensuring that the festival and related events are well attended; and sees to the overall operations and financial success of the festival. The Director must have an understanding and passion for AGIE's mission and its commitment to the Ital-Canadian community.

DUTIES AND RESPONSIBILITIES:

- **Festival Coordination & Management:** Execute a timeline and workplan for the management of the festival and ensure that festival operates smoothly, and deadlines are met.
- **Logistics and Operations Management:** Secure permits, licences, operational and technical requirements for the festival in a timely manner.
- **Budgetary:** Adhere to the budget provided by the AGIE Board, provide recommendation and request funding through requisition.
- **Fundraising:** Work closely with the AGIE Board to execute fundraising events and provide sponsorship appeasement.
- **Sponsorship:** Provide recommendation and assistance as the AGIE Board conducts its sponsorship fundraising efforts.
- **Human Resources:** Recruit and supervise seasonal contractors and volunteers.
- **Programming:** Oversee all aspects of programming the festival, both entertainment and administrative, including working with volunteer programming committees.
- **Vendor and contractor relations:** Build and maintain professional relationships with festival vendors and contracted services.
- **Hospitality & Travel:** Oversee the coordination of guest entertainment travel and local transportation and ensure a positive experience for visiting entertainers.
- **Festival Committee:** Organize and communicate mandates with the Festival Committee on behalf of the AGIE Board.
- **Special Events:** Organize and secure the resources necessary for the Annual Bocce Tournaments.
- **Publicity:** Guide AGIE's public relations efforts to ensure media coverage of the festival.
- **Marketing, Publications and Graphic Design:** In conjunction with the AGIE Board, develop and implement a marketing plan, written copy and creative campaign and materials ranging from print to web to social networking.
- **Other:** Perform other duties and responsibilities as assigned by the AGIE Board.

EXPERIENCE/SKILLS REQUIRED:

- Project or Event Management Certificate an asset.
- Strong leadership skills with the ability to delegate responsibilities and foster positive, productive relationships and teamwork among volunteers. When necessary, has the willingness to “get in the trenches and do whatever is needed to get the job done.”
- Excellent project coordination, time management, and organizational skills with the ability to juggle and prioritize multiple projects.
- Attention to detail and concern for accuracy.
- Must be a self-starter -- proactive and driven, with a strong work ethic, a high level of motivation, punctuality, accountability and the ability to work without direct supervision.
- Ability to troubleshoot, to achieve conflict resolution, and to work calmly under pressure. A creative thinker who is resourceful in solving problems.
- Fundraising experience, including managing fundraising events and generating donations and sponsorships.
- Excellent written and oral communication skills. Experience in writing social media content, marketing and advertisement materials and PR copy.
- Has an understanding of Edmonton’s Italian Canadian community.
- Must be flexible and willing to work long hours or weeknights and weekends when necessary. Must be accessible by email or text during regular business hours.
- Proficient with knowledge of Google Drive, MS Word, Excel, PowerPoint and social media platforms Facebook and Twitter. Adobe photoshop or other graphic design software is an asset.

PHYSICAL REQUIREMENTS /WORK ENVIRONMENT:

- Extended walking and standing at events and pre-event inspection visits
- Occasional lifting, up to 50 pounds
- Moderate sitting at computer and using the phone
- Perform work at offices and events, both indoors and outdoors
- Valid drivers license with preference given to those with a vehicle

TO APPLY:

Email resume and cover letter (as pdf documents only) by April 16, 2018 to renata.berlingo@gmail.com