



WAUSAU EVENTS EXECUTIVE DIRECTOR JOB DESCRIPTION

SCOPE OF RESPONSIBILITY

The Executive Director of Wausau Events has overall responsibility for leading the organization, providing strategic direction and managing day to day operations. The Executive Director oversees events management, fund development, volunteer recruitment, sponsor and donor development and marketing and public relations. Serving as the face of Wausau Events and representing the organization throughout the community, the Executive Director works closely with public officials, community organizations, area businesses and other key stakeholders. The Executive Director regularly interacts with the board of directors and reports directly to the board president.

PRINCIPAL ACCOUNTABILITIES

- Directs and manages all Wausau Events programs and services
- Oversees all festival operations and seamlessly manages and supervises the planning, organization and implementation of all events produced by Wausau Events
- Directs and manages all business and finance operations of the organization including planning, budgeting, accounts receivable and accounts payable
- Cultivates, maintains, and develops relationships with sponsors and potential sponsors to fulfill the needs of each event sponsorship
- Researches, cultivates, approaches, secures and stewards sponsorships and grants (new and renewing) to meet or exceed funding goals
- Cultivates relationships and manages the creation of materials to assist in the selling of corporate sponsorships

- Directs and manages all promotional, marketing and media relations activities for Wausau Events, including management of the organization's social media accounts
- Builds and maintains effective communications and healthy relationships with public officials, elected office holders, business and property owners, community organizations, residential neighborhoods, trade allies and other key stakeholders
- Builds consensus and negotiates with stakeholders to serve the common interests and greater good of Wausau
- Represents Wausau Events as its chief spokesperson
- Supports work of the Board of Directors by providing relevant information, coordinating board planning, initiating, organizing and assisting with prioritization of work, providing oversight and coordination of committee work, and serving in other capacities that support the board in performing its responsibilities for creating and sustaining the vision, mission and goals of Wausau Events
- Oversees recruiting, training, coordination and recognizing volunteers
- Organizes set-up and take-down of events which includes moving garbages, pop-up tents, tables, chairs and other requirements of the events
- Effectively and efficiently communicate with vendors before, during and after the events
- Identifies, secures and works with vendors needed for the various events. Types of vendors include: Food, ride, musicians, supplies, entertainment, etc.

JOB REQUIREMENTS

Education:

Bachelor's degree in Recreation Management, Hospitality Management, Business, Marketing/Communications or related field preferred.

Experience:

- Experience in a community organization as an employee, volunteer, or intern
- Volunteer recruitment and experience working with volunteers
- Experience managing events
- Strong interpersonal skills and ability to work with a variety of people
- Fundraising and donor cultivation experience
- High level of computer skills including standard office and database software and design programs preferred
- Certified in First Aid/CPR/AED or ability to become certified within 6 months of hiring

PERSONAL AND PROFESSIONAL ATTRIBUTES

The Executive Director has exceptionally strong communication skills, both oral and written, ability to communicate concepts on all levels and excellent interpersonal skills that generates enthusiasm, and builds effective working relationships on all levels.

The ideal candidate has a high level of personal initiative, is self-driven and action/results oriented and thrives in a challenging, fast-paced, entrepreneurial atmosphere and is open to change and creating change.

The Executive Director has a proven track record in securing sponsorships for events or entertainment based events and is knowledgeable of market and industry trends, competitors, agencies and leading customer strategies. He/she has the ability to create account strategies to define and develop new business opportunities.

The Executive Director is diplomatic and professional in all situations and has outstanding skills as a communicator, spokesperson, negotiator and consensus builder. The ideal candidate has worked in situations requiring deliberations with public officials.

Other qualities in an ideal candidate include:

- Listens effectively, shares ideas and information openly and facilitates relationship building
- Has successfully functioned in a busy environment
- Possesses initiative, good judgment and the ability to problem solve and troubleshoot quickly
- Has handled demanding workloads to meet positional and organizational objectives
- Is customer focused/service oriented and has effectively affected change
- Is able to work a flexible schedule that includes nights and weekend hours to support events

PHYSICAL REQUIREMENTS

- Moderately busy office environment
- Frequent lifting of 20-30 pounds
- Sufficient vision acuity for routine computer use, and moderate to heavy reading and writing responsibilities
- Position requires walking, sitting and standing at moderate levels
- Position requires a high level of all forms of communication skills: written, verbal, listening

TO APPLY

Interested applicants may submit a cover letter outlining their interest in the job and relevant work experiences, as well as a resume to wausaueventsjobs@gmail.com.

Deadline for applications: Friday, December 21, 2018