

Florida Festival and Events Association
EXECUTIVE DIRECTOR
Job Description

Florida Festivals and Events Association (FFEA) was created to serve the needs of the festivals and events industry for the state of Florida. Created in 1993, Florida Festivals and Events Association was originally a state chapter of the International Festivals and Events Association (IFEA). FFEA became an independent organization in 2001 and has been helping hundreds of members grow their events and businesses. We believe in the power of relationships, members helping members and an active, highly engaged Board.

General Overview: This is a full-time, professional position (Exempt)

The Executive Director will manage all business aspects of the Florida Festivals and Events Association (FFEA). These aspects include but are not limited to financial management, contractual relationships, membership development and retention, public relations, marketing, fundraising, sponsorship solicitation, media relations, and general office duties. The Executive Director will maintain an FFEA office under the provisions set forth in the policies & procedures manual. The Executive Director shall coordinate and manage the FFEA annual conference. The Executive Director will provide support, analysis, and recommendations to the Board of Directors and to various committee chairmen. The FFEA Executive Director will be knowledgeable of issues pertaining to the festival and event industry. The FFEA Executive Director will also be responsible for membership recruitment and retention.

DUTIES:

General Office:

The Executive Director will maintain a FFEA office in their home or other place of business. Office hours are primarily Monday- Friday and include a (40) hour work week. Occasional holidays and weekends may be required. The office shall be equipped with phone, fax, internet, and computer. All phone messages, email inquiries must be handled in a timely manner.

From the FFEA office, the Executive Director will manage the FFEA website and database of event professionals. The Executive Director will also maintain FFEA's registration with the State of Florida.

Financial Management:

The Executive Director manages all FFEA financial accounts using general financial and accounting guidelines. A monthly financial report will be prepared for the Board Chair and Treasurer. A current, written, financial report will be presented at all Board of Directors meetings for review and approval by the Board.

The Executive Director shall work with the Board Treasurer in preparing an annual budget. He/she will monitor the budget and adhere to all budgetary constraints. The Executive Director will also adhere to good financial and accounting practices.

Membership:

The Executive Director will:

- Develop plans to actively grow membership through direct recruitment tactics and retention.
- Compile and maintain a supply of membership packages.
- Be the contact to all membership inquiries.
- Process all new members and inform the Board of all new members.
- Work closely with the membership committee to maintain existing members, renew existing memberships, and solicit new members.
- Take a pro-active approach to seeking new members especially in the festivals and events industry.
- Maintain social media channels to engage members and industry

Conference & Seminars:

The FFEA Executive Director will manage and assist in the implementation of all aspects of the yearly conference. The Executive Director shall negotiate all hotel contracts and, after Board approval, execute said contracts. The Executive Director will:

- Recruit and assist the conference committee.
- Create and distribute conference marketing material and sponsorship packages
- Maintain all conference registration on-line, over the phone and by mail.
- Handle all conference scholarship applications and awards.
- Hire and train any part-time interns and/or staff to assist with conference logistics.
- Maintain fiscal responsibility by adhering to the conference budget.
- Assist with the awards program by creating and distributing the award applications in a timely manner, processing all applications, securing judges, purchasing awards, and helping with the award ceremony.

The Executive Director shall oversee any additional FFEA seminars including but not limited to: one-day seminars, regional seminars, socials, etc. This may include securing sites, preparing and processing registration materials, securing speakers, identifying sponsors, and coordinating catering.

Board of Directors:

The Executive Director reports to the Board of Directors of FFEA. The Executive Director will:

- Provide support, analysis and recommendations to the board.
- Assist the Chairman of the Board with meetings and other projects.
- Attend all Board meetings.
- Assist and implement Board directives where applicable
- Insure compliance with Board policies, procedures and bylaws.
- Supervise production of Board agendas and minutes.
- Assist the Board with the organization's long-term planning.

Conduct:

- The FFEA Executive Director will conduct themselves in courteous and professional manner at all times while upholding the highest standards of ethics and conduct. The FFEA Executive Director will not use unprofessional language or make any comments regarding race, ethnicity, religious preference, and sexual preference while representing FFEA.
- The FFEA Executive Director will be a neutral party representing all members equally.

Compensation & Benefits:

The FFEA Executive Director's compensation and benefits are established by the Board of Directors and will be reviewed annually. The FFEA Executive Director will receive a written performance evaluation from the Executive Committee annually.

The FFEA Executive Director will:

- Receive a salary paid monthly based upon the candidate's experience.
- Receive a monthly health, dental and life insurance stipend.
- Be considered for annual bonuses based on new sponsorships, membership recruitment and other goal achievements, which may be evaluated individually by the Board, based on recommendations from the finance committee.

FFEA will pay for the Executive Director to attend educational conferences that may be applicable upon evaluation by the FFEA Board. This includes travel (airfare, ground transportation); hotel; registration fees; and meals based on a per diem established by the Board.

If you are interested in applying for this position, please mail resume and cover letter to:
South Florida Fair
Attn: FFEA Executive Director Search Committee
P.O. Box 210367
West Palm Beach, FL 33421.

No phone calls please. Postmark deadline of resumes will be March 2, 2012

ffea2012