



Wisconsin Dells Visitor & Convention Bureau Job Description

Job Title: Festivals & Events Coordinator
Department: Executive
Reports To: Managing Director of Festivals & Events
FLSA Status: Non-Exempt
Last Updated By: Jenifer Dobbs
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Consultant Review Date: TBD

SUMMARY

The Festivals & Events Coordinator will coordinate festivals and events under the direction of the Managing Director of Festivals & Events to effectively represent the Wisconsin Dells area to media, visitors, member businesses, community organizations, and local government with the primary objective being generating overnight visits to the Wisconsin Dells area. The Festivals & Events Coordinator will be responsible for providing organizational and operational support in the development and execution of event projects.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

ESSENTIAL DUTIES AND RESPONSIBILITIES

In addition to the tasks summarized below, other duties may be assigned.

Festivals & Events (est. 45%)

- FESEV01 — Responsible for providing organizational and operational support in the development and execution of event projects.
- FESEV02 — Assist in coordinating the design and distribution of festivals and events brochures, posters, hand-outs, signage and all collateral.
- FESEV03 — Assist in all aspects of event planning from pre-event, event, and post-event activities to include, but not limited to, concessions, souvenirs, event participants/exhibitors, entertainment, parking, supplies, and signage.
- FESEV04 — Assist in preparing post-event reports and making recommendations for improvement.
- FESEV05 — Assist in coordination of festivals and events volunteer program to include recruitment, scheduling, training, communication, supervision, evaluation, and recognition.
- FESEV06 — Coordinate and assist in activities during the events and serve as an on-site contact.
- FESEV07 — Create, establish and maintain professional working relationships with key vendors, city/county government, police department, fire department, health department, venues and member businesses.
- FESEV08 — Collaborate with co-workers on event projects as needed.
- FESEV09 — Assist in construction oversight, management and generation of physical assets to include stands, booths, stanchions, tables, fencing, stages, etc.
- FESEV10 — Assist in research to develop new events to achieve Festivals, Inc. objectives and goals set forth by the Managing Director of Festivals & Events.
- FESEV11 — Commitment to compliance with all insurance, legal, health and safety obligations.

Dells River District (est.50 %)

- DRDIS01 — Assist in contracting and scheduling Dells River District entertainment for the Wisconsin Dells Business Improvement District (BID) and implementing new events as directed by the Managing Director of Festivals & Events.

- DRDIS02 — Responsible for on-call contact during all DRD performances and onsite oversight as needed.
- DRDIS03 — Assist in coordination, design, and distribution of Dells River District print and online collateral to publicize entertainment schedule.
- DRDIS04 — Attend Wisconsin Dells Business Improvement District (BID) meetings as directed by the Managing Director of Festivals & Events.
- DRDIS05 — Assist in coordinating busking program and the creation of new events.

Other (est. 5%)

- OTHER01 — Attend member related events, city committee meetings and actively participate in WDVCB, Wisconsin Dells Festivals and other related company sponsored events as requested.

Supervisory Responsibilities (est. 0%)

- SPRVS01 — This position has no supervisory responsibilities.

ORGANIZATIONAL COMPETENCIES

To perform the job successfully, the individual should demonstrate the following competencies. It is expected that WDVCB employees are:

Dependable

- *Diligent* — Completes all tasks of a job in a timely and accurate fashion. Does what they say they will do with no excuses. Does not need reminders. Works to completion regardless of hours necessary.
- *Ethical* — Performs all work with the highest level of integrity, inspires trust. Does the right thing, especially when no one is looking. Maintains confidentiality.
- *Plans Well* — Plans and prioritizes appropriately. Plans for needed resources. Completes all coaching plan actions.
- *Efficient* — Uses both time and resources without waste.
- *Attendance* — Plans absences in advance and with notice.
- *Punctual* — Is on time for work, meetings and appointments.
- *Plays by the Rules* — Follows the rules, policies and guidelines of the WDVCB.

Respectful

- *Adaptable* — Adapts to change easily and with little resistance.
- *Communication* — Communicates clearly, genuinely and in the most efficient manner.
- *Coworker Champion* — Compliments the achievement of others and recognizes and celebrates extra effort.
- *Open* — Listens to others' opinions and ideas and respectfully disagrees when theirs differ.
- *Team Player* — Offers assistance wherever and whenever needed and shows gratitude for assistance.
- *Courteous* — Is courteous and professional to all visitors and coworkers, doesn't pre-judge and never speaks negatively about them.
- *Time Management* — Is mindful of others' workloads and schedules.

Positive

- *Work Face* — Professional in all communication and "checks life at the door." Exhibits genuine enthusiasm and enjoys their work.
- *Problem Solving* — Looks for solutions and offers suggestions instead of complaining.
- *Upbeat* — Looks for the good in everything. Their energy brings others around them up. Avoids dramatic and negative people.
- *Leadership* — Portrays traits and behaviors that others want to emulate.
- *Walks the Talk* — Consistently displays positive, "glass half full" attitude. Doesn't just say "I'm positive!"

Coachable

- *Growth* — Wants to improve, knows they have more to learn and room to grow.
- *Team Player* — Appreciates others' opinions and wants to learn from them.
- *Reflects* — Looks in the mirror – reflects on their thoughts and actions as contributing factors and not that of others.
- *Change* — Applies coaching and feedback to prevent issue/error reoccurrence.
- *Acceptance* — Accepts and learns from constructive criticism.

JOB SPECIFIC COMPETENCIES

To perform the job successfully, the individual should demonstrate the following competencies:

Achievement Focus — Sets and achieves challenging goals; demonstrates persistence and overcomes obstacles; measures self against standard of excellence; recognizes and acts on opportunities and takes calculated risks to accomplish goals.

Business Acumen — Understands business implications of decisions; demonstrates knowledge of market and competition; aligns work with strategic goals.

Customer Service — Manages difficult or emotional customer situations; responds promptly to customer needs; responds to requests for service and assistance; meets commitments.

Innovation — Displays original thinking and creativity; meets challenges with resourcefulness; generates suggestions for improving work; develops innovative approaches and ideas.

Judgment — Displays willingness to make decisions; exhibits sound and accurate judgment; supports and explains reasoning for decisions; includes appropriate people in decision-making process; makes timely decisions.

Oral Communication — Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions; participates in meetings.

Quality — Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality.

Written Communication — Writes clearly and informatively; edits work for spelling and grammar; varies writing style to meet needs; presents numerical data effectively.

QUALIFICATIONS

To perform this job successfully, the individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Required Skills

- *Language Skills* — Ability to read, analyze, and interpret general business journals. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from members, visitors, other customers, and the general public. Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization.
- *Mathematical Skills* — Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.
- *Reasoning Ability* — Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.
- *Computer Skills* — To perform this job successfully, the individual should have knowledge of word processing and spreadsheet software. Contact management software knowledge highly desirable.

Other Skills and Abilities

- Excellent communication and negotiation skills a must.
- Able to multitask and prioritize are essential. Demonstrated ability to handle multiple projects simultaneously with success.
- Ideal candidate will be a positive and innovative thinker who exhibits grace under pressure when dealing with deadlines and fast turnaround requests.

EDUCATION AND/OR EXPERIENCE

Two-year related degree preferred, and two years of event related experience required, or combination of education, training and experience.

Certificates, Licenses, Registrations

- Current driver's license and clean driving record required.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by the employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this Job, the employee is regularly required to sit, use hands to type, talk, and hear.
- The employee is occasionally required to stand and walk.
- The employee must occasionally lift and/or move up to 50 pounds.
- Outdoor events, depending on the time of year they are held, may present inclement weather conditions.
- Minimal travel required, usually within a 30-mile radius.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those the employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this Job, the employee is occasionally exposed to outside weather conditions.
- The noise level in the office work environment is usually quiet to moderate and onsite at events can be loud.
- Ability to work nights and weekends will be required and necessary.