

County Waterford Festival of Food Company CLG.

Festival Director Job Description

Reporting to the Board, the Festival Director will have overall responsibility for the running of the West Waterford Festival of Food and all other operations of the company during the term of the contract. We are looking for a self-starting leader with a growth mindset and a positive, confident perspective who is passionate about hospitality to join our Dungarvan based Festival team.

The ideal candidate needs to be a relationship builder with strong organisational and leadership skills, with extensive knowledge of end-to-end event production and strategic planning.

Principal Responsibilities:

The Festival Director will take full responsibility for the financial management and development of the West Waterford Festival of Food, and see to the overall operations of the administration, creative and financial success of the festival. The Festival Director will pursue any ongoing food strategy work for the region as it comes up, including administration of competitions such as Foodie Destinations and the development and administration of Taste Waterford.

Duties and Responsibilities:

Fundraising: Work closely with the executive committee, or a fundraising subcommittee of the board, to execute fundraising efforts that will include sponsorships, memberships, individual and business donations and advertising, ticketing etc. Working to agreed targets to ensure the development of the Festival.

Sponsorship Coordination: Research new sponsorship opportunities and negotiate with existing sponsors. See through the fulfilment of sponsorship agreements.

Grants: Source and apply for any available grants for West Waterford Festival of Food and any other grants pertaining to the development of Taste Waterford and other food tourism initiatives.

Programme: The Festival Director will ensure that a full and attractive programme, adequately financed, is put in place to deliver a successful festival.

Insurance: Ensure that proper insurance cover is in place to cover all activities of the company. Ensure that all stall holders and other participants in the West Waterford Festival of Food have adequate insurance cover which includes an indemnity to the company.

Taste Waterford is a project under the umbrella of the Food Festival. It develops and supports those in the food industry including mentoring, marketing and tourism. The Festival Director will be responsible for its development.

Human Resources: Recruit and manage staff, interns and volunteers as required for the festival itself and the festival office

Communications: Communicate with and motivate all stakeholders to successfully deliver the festival. Develop the necessary communication and publicity for the Festival

General: Run the festival office and liaise with involved organisations (Chamber of Commerce, Waterford City and County Council, EHO, Gardaí etc) in relation to insurance, traffic management plans, waste management plans etc.

Delegation: Some of these duties may be delegated to other staff members

Experience / skills required:

- Excellent project management, time management and organisational skills with the ability to multitask and produce and deliver multiple events and projects simultaneously
- Proven leadership skills
- Possess strong customer service experience, have a solid events background and be highly personable and service focused
- 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, a strong sense of urgency when needed and to consistently meet deadlines
- This person thrives on teamwork, overcoming obstacles, and remains calm and professional under pressure
- Ability to delegate responsibilities and foster positive, productive relationships and teamwork amongst staff and volunteers
- Fundraising experience, including identifying potential sponsors and negotiating sponsorship deals.
- Must be available to work evenings and weekends on occasion, and have total availability in the run up to, and the weekend of, West Waterford Festival of Food
- Excellent knowledge of MS Word, Excel, PowerPoint and social media platforms.
- Good experience and knowledge of the food community
- This role requires a very polished candidate that is results and standards-driven and very focused.

It is envisaged that the time commitment will equate to a flexible 4-day week