



Job Title

Director of Events, Zeeland Festivals, Inc.

Position Details

This is a part-time contract position. This position is open to either a business or individual(s) who can perform the job duties with the expectations and functions indicated by Zeeland Festivals, Inc.

About Zeeland Festivals, Inc.

Zeeland Festivals was founded in 2013 as a non-profit board of directors to oversee events and festivals within the City of Zeeland. The board is comprised of area business leaders who are committed to the ongoing success of local festivals and events. Currently, Zeeland Festivals, Inc. oversees Pumpkinfest, Zummerfest, Zeelmania and the annual downtown Zeeland Christmas parade.

Job Summary

The Director of Events reports directly to the Zeeland Festivals, Inc. Board. This is part-time contract position with seasonal slopes in workload, including nights, weekends and times involving full-time expectations. It is expected and necessary for the Director of Events to be present during the scheduled events or festivals.

The position is a blend of marketing, public relations, fund development and event management. A high level of creativity and attention to detail are an absolute must. Position requires a great deal of organization and time management skills.

This is a home-based position. Applicant must be able to provide work environment which includes phone, computer, printer and internet service.

Essential Functions

- Oversee and organize all aspects of events operated under Zeeland Festivals, Inc.
- Set vision and lead strategic planning initiatives to grow the culture and climate of prospering local events.
- Develop funds and sponsorships to ensure annual festivals budget is met.
- Build positive relationships with area stakeholders including local businesses, organizations and volunteers.
- Develop increased awareness and interest in the events operated under Zeeland Festivals, Inc.
- Recruit, lead and organize event team, vendors, volunteers, participants.
- Develop positive media relations and increase awareness through various media channels.

Education and / or Experience

A 4-year degree or combination of education and experience required.

Skills & Attributes

- Optimistic and respected leader
- Self-directed
- Familiarity with Zeeland area, its community and events
- Strong writing & editing skills
- Computer software skills