



**Texas Festivals and Events Association  
Executive Director - Job Description Summary  
Updated 2015-12-11**

**Organization:**

The **Texas Festivals and Events Association (“TFEA”)**, an official affiliate of the International Festivals & Events Association (“IFEA”), is a professional trade association for the Texas-based festival and event planners, volunteers and suppliers. All regional members of IFEA automatically become a member of TFEA, providing both local support and activity and a global connection to the events industry.

TFEA represents the hundreds of festivals that celebrate the history, legends, culture, art, folklore and natural beauty of the Lone Star State. In addition to the vast offering of **money-saving benefits and networking opportunities** provided by IFEA, the Texas Festivals & Events Association provides local programming to help our members learn, grow and increase professional standards and practices.

**Revenues:**

Approximately \$300,000 annually through membership dues and our annual convention, held (typically) in July of each year. Other member resource programs throughout the year also contribute to total revenues.

**Position and Location:**

This is a contracted position with a defined, annual scope of work to include deliverables and objectives towards the successful activation of the overall mission and goals of TFEA. The qualified candidate shall be an independent contractor. Association offices shall be located in the city of residence of the Executive Director (“ED”), and all overhead, staff support and ongoing expenses associated with managing the TFEA operations shall be the responsibility of the ED, and included as a part of the independent contractor agreement. No relocation assistance will be provided. The ED must have access to adequate office space for the execution of the duties within this Job Description, including internet access, file storage, direct phone line access and a P.O. Box. The successful candidate shall provide a certificate of general liability and proof of worker’s comp coverage.

**Job Description:**

Reporting to the Board of Directors, the Executive Director (“ED”) will have overall strategic and operational responsibility for TFEA and its staff, programs, expansion, and execution of its mission. S/he will possess and/or develop a deep knowledge of the festivals and events field, core programs, operations, and business plans. As the Board’s single official link to the operating organization, ED performance will be considered to be synonymous with organizational performance as a whole. Consequently, the ED’s job contributions can be stated as performance in two areas: (a) organizational accomplishment of the major organizational goals, and (b) organization operations within the boundaries of prudence and ethics established in Board policies on Executive Parameters. The ED, in addition to his/her duties under the Goals and Objectives set forth in this document below, shall also assist the International Festivals and Events Association (“IFEA”) in the execution and management of its annual convention occurring each year in the fall, and other responsibilities as determined by the President and CEO of IFEA and approved by the Board.

**Responsibilities:**

**Leadership & Management:**

- Ensure ongoing local programmatic excellence, rigorous program evaluation, and consistent quality of finance and administration, fundraising, communications, and systems; recommend timelines and resources needed to achieve the strategic goals;
- Actively engage and energize TFEA volunteers, board members, event committees, members, partnering organizations, and funders;
- Develop, maintain, and support a strong Board of Directors: serve as ex-officio of each committee, seek and build board involvement with strategic direction for both ongoing state-wide operations as well as for the national rollout;
- Ensure effective systems to track progress, and regularly evaluate program components, so as to measure successes that can be effectively communicated to the board, funders, and other constituents.

## TFEA Executive Director Job Description

### **Fundraising & Communications:**

- Expand state-wide revenue generating and fundraising activities to support existing program operations and regional expansion while maintaining debt-free operations;
- Deepen and refine all aspects of communications—from social to web presence to external relations with the goal of creating a stronger brand;
- Use external presence and relationships to garner new opportunities for membership development and sponsor involvement.

### **Conference Planning and Educational Development:**

- Plan and activate annual conference each year as part of the ongoing educational opportunities afforded members of TFEA;
- Plan and activate other educational and networking opportunities for members throughout the year, including “Behind the Scenes” tours, seminars and other outreach programs.

### **Executive Director Objectives:**

- Achieve 10% membership growth each year;
- Develop quality networking and educational opportunities for members;
- Achieve positive conference survey results;
- Achieve positive conference net revenue results each year;
- Maintain timely Board communication and correspondence;
- Monitor and activate statewide issues affecting Events Industry, and become active and remain active in other associations with direct benefit to TFEA;
- Maintain regular and consistent communication with membership;
- Actively administer the business of the organization

### **Qualifications:**

The ED will be thoroughly committed to TFEA’s mission. All candidates should have proven leadership, coaching, and relationship management experience. Concrete demonstrable experience and other qualifications include:

- Bachelor’s degree with at least 5 years of senior management experience; track record of effectively leading and regionally and/or nationally scaling a performance- and outcomes-based organization and staff; ability to point to specific examples of having developed and operationalized strategies that have taken an organization to the next stage of growth;
- Unwavering commitment to quality membership programs and data-driven program evaluation;
- Experience with planning events, meetings, conferences and/or festivals including CFEE certification through IFEA;
- Excellence in organizational management with the ability to coach staff, manage, and develop high-performance teams, set and achieve strategic objectives, and manage a budget with a working knowledge of QuickBooks preferable;
- Past success working with a Board of Directors with the ability to cultivate existing board member relationships;
- Strong marketing, public relations, and fundraising experience with the ability to engage a wide range of stakeholders and cultures;
- Strong written and verbal communication skills; a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills
- Action-oriented, entrepreneurial, adaptable, and innovative approach to business planning;
- Ability to work effectively in collaboration with diverse groups of people;
- Passion, idealism, integrity, positive attitude, mission-driven, and self-directed.

Candidates with directly relevant skills and background are encouraged to apply with cover letter and resume via email directly to Jay Downie, CFEE, Chair-elect, Texas Festivals and Events Association, [jay@dfwi.org](mailto:jay@dfwi.org).

The Texas Festivals and Events Association does not discriminate on the basis of race, gender, protected veteran status, disability or any other legally protected status.

**Closing Date: 2015-12-28**