

EXECUTIVE COORDINATOR OF THE POTEET STRAWBERRY FESTIVAL ASSN., INC.

Poteet Strawberry Festival Assn., Inc.
ATTENTION: EMPLOYMENT COMMITTEE
P.O. Box 227
Poteet, TX 78065
Email: VP@poteetstrawberryfestival.com

PSFA Executive Coordinator Job Description and Details:

Shift & Schedule: Position is Full-time, with a non-traditional work week that may include weekend availability, evening and nights as needed.

Salary Commensurate with Experience (No Insurance Benefits or Retirement available through PSFA)
Please include desired salary with letter of interest. Salary is negotiable and can be discussed during the interview.

Letter of Interest and Resume and Completed Job Application must be received by mail or email before November 30, 2024.

Description:

The Coordinator of the Poteet Strawberry Festival Assn, Inc. will manage the day-to-day business operations and the daily office management of other PSFA staff and volunteers and direct and effectively execute at least one annual large outdoor event (The Poteet Strawberry Festival), or more events as scheduled and directed by the PSFA Board of Directors. The Coordinator will work under the direction of the Poteet Strawberry Festival Association (PSFA) Board of Directors President or Designee. The Coordinator will be expected to work in coordination with the community based non-profit organizations that are members of the PSFA, to foster support, drive growth, and promote not only the annual strawberry festival but also other events held by the PSFA.

The Coordinator Essential Skills, Duties, and Responsibilities will include but are not limited to:

Minimum Experience Required:

- **Management Experience**-- be able to provide oversight, training, and direction to PSFA personnel and volunteers. Ability to lead and contribute as a team player in the coordination of the PSFA Annual Poteet Strawberry Festival and other PSFA events. This will include working more than a traditional 40-hour work week schedule to include some evenings, nights, weekends, committee meetings, occasional travel and attending special events, as necessary. Serves as the PSFA Board of Directors liaison on PSFA committees and festival events. Prepares, recommends, and administers an annual budget of more than \$1,000,000, including personnel and operational dollars.
- **Customer Service Experience**— Must have strong verbal and written communication skills, strong public relations, and customer service skills, with the ability to utilize diplomacy and discretion to handle stressful situations and complaints in a professional manner. Ability to communicate and interact in an effective and professional manner with PSFA staff, volunteers, diverse groups of organizations, vendors, and the public.
- **Strong Time Management and Organization skills**--Conduct monthly PSFA Board Meetings and multiple PSFA committee meetings and subsequent PSFA staff meetings, as necessary. Detail

Oriented-- Must have high attention to detail, strong time management skills, and be able to organize workflow, coordinate activities and balance multiple projects simultaneously. Strong multitasking and focus skills are necessary to meet deadlines, during times when the office is busy with volunteers, PSFA Board Members, committee members, PSFA employees, vendors, and members of the public. Monthly deadlines will need to be met to plan for the annual Festival and other events. Keeping on task is of utmost importance. Facilitates and oversees the PSFA scholarship program including, applications, enrollment and grade verification, and issuance of checks to scholarship recipients.

- **Financial Management and Recordkeeping Experience**—Prior experience using QuickBooks to manage financial records and create financial reports. Experience in processing payroll, account payable and receivables, completing and filing annual tax forms as required by law. Ability to prepare and maintain accurate records and reports, as well as maintain confidentiality of all records and information.
- **Strong computer skills and office equipment proficiency required**—Required ability to demonstrate experience and knowledge of MS Office (Word, Power Point and Excel). Experience is required with virtual meeting platforms (Zoom, Teams or similar).
- Performs other related duties as assigned by the PSFA Board of Directors.

Preferred Experience:

- **Communications/Marketing Experience**-Ability to initiate effective and direct contact with a variety of businesses and potential sponsors for the purpose of reaching funding and participation goals and objectives. Ability to serve as spokesperson for the Poteet Strawberry Festival to all media outlets.
- **Event Planning and Director Experience**

Duties and Responsibilities:

The Executive Director/Coordinator will be responsible for or ensure that the following duties and responsibilities are completed either personally or by PSFA staff, volunteers, or the PSFA Board of Directors. The Executive Director/Coordinator will:

- Oversee, manage, and effectively execute the Annual Strawberry Festival event with attendance of over 100,000 visitors, that includes multiple overlapping productions, schedules, and managing a workforce of hundreds of volunteers, law enforcement/security, and PSFA staff members; is responsible for adherence to all liability, confidentiality, health, and safety requirements.
- Serves as spokesperson for the Poteet Strawberry Festival to all media outlets.
- Work with the PSFA Board and staff to develop and effectively execute an annual budget of more than \$1,000,000, including personnel and operational dollars.
- Works with PSFA Board and staff to develop production requirements, logistical specifications, timelines, technology configuration, cash and credit transaction management, security plans, setup and tear down operations and pre and post festival grounds inspection and execute all operational/tactical activities/requirements.
- Work effectively with the PSFA Board and staff to implement and monitor best practices to analyze events to successfully enhance attendee experience and increase net revenue. Develop and updates the Strawberry Festival master plan (detailed map/plans of events, timelines,

production schedules, pack lists, etc.) and provides reporting and communication for pre- and post-event recaps to the PSFA Board.

- Works effectively with the PSFA Board and staff and volunteers to ensure the overall event and attraction safety; development and maintenance of safety plans, security, and crowd control operation plans for all events/activities or implements those plans developed by the PSFA Board.
- Maintains and keeps the PSFA Board of Directors informed of the day-to-day flow of information on tasks in production for each phase of the events and communicates between all key stakeholders of status of projects and continually assesses the working timeline for potential issues.
- Works with PSFA Board, staff, consultants, and vendors to develop an integrated marketing, public relations, advertising plans and critical configuration of timelines and executes event marketing strategies (Presales, VIP Ticket Options), vets and approves communication schedules, content, mailing and e-communications elements and invitations, including reports PSFA member organizations, and food booth chairs and vendors.
- Evaluates, negotiates, and executes contracts, on behalf of or at the direction of the PSFA Board, with key vendors and suppliers; works to create unique deal structures that best serve the PSFA business needs. Manages relationships with external vendors, including contracted performers and scheduling.
- Promotes PSFA interests through interaction to include correspondence, personal visits, and attendance at special functions, both locally and out of town. Works in a collaborative environment across the PSFA member organizations and the overall community by serving as the PSFA representative to various organizations and the overall community.
- Documents and trains the PSFA staff and volunteers on key processes, policies, and procedures; identifies the need for new or revised policies; drafts and recommends policies and procedures to the PSFA Board of Directors.
- Performs other related duties as assigned by the PSFA Board of Directors.

Work environment and essential job functions:

- Regular and Punctual Attendance is essential to successful performance of job duties.
- Position requires a substantial amount of physical mobility to facilitate walking throughout the PSFA property to address any situations or incidents personally and properly, or concerns or complaints before, during and after annual events or projects.
- Repetitively operating a computer and other office equipment and occasionally required to lift to 50 lbs.
- Work environment is in an office setting but may require being outside during events and to address issues throughout the PSFA property.