



Kempenfest (Barrie) Inc.

General Manager

Roles and Responsibilities

The General Manager (GM) reports directly to the Kempenfest Board of Directors (BoD). The GM will oversee, and is responsible for the overall operation of the corporation and its delivery of the annual Kempenfest festival. The GM is the key visionary of the corporation and is charged with ensuring the organization's mission is delivered according to the BoD approved business plan.

The GM reports to the BoD, with direct supervision by the Chairperson of the Board.

Ideally, the GM will have a diploma in event management or related field and a minimum of 5 years managing a successful major event. The ideal candidate will have experience in administration, marketing, financial management, sponsorship development, and event programming.

The General Manager reports to the Board of Directors, and is responsible for the organization's achievement of its mission and organizational objectives. The General Manager's major mandate is to ensure that the organization implements the long-range strategy which achieves its mission, and toward which it makes consistent and timely progress on its goals. Other key responsibilities include securing funding, program development and administration, allowing for the optimal use of organizational finances and resources. This individual will also provide financial leadership by managing budgets and monitoring long-term strategic fiscal plans.

The General Manager is responsible for the daily operations of Kempenfest including the duties as outlined below.

Board Committees

- Being a non-voting member of all Board-approved Committees, attending all meetings, taking and providing minutes for approval by Committee Chairs.

Festival Site Management

- Work with the Site Committee to establish the event layout
- Ensure the festival and members are getting all necessary permits and approvals
- Coordinate and manage all site services, including but not limited to security, power and fuel, waste management, washrooms, shuttles, communications, fencing, and tents
- Ensure that the festival proactively prepares for and manages risk, including the development and dissemination of an emergency preparedness plan, access and egress plans and coordinates emergency services and first aid
- Develop and implement a positive onsite attendee experience from information stations to wayfinding
- Contracting and overseeing staff
- Volunteer management

Revenue Generation

- Review and develop a long-range strategic plan for enhancing current revenue streams and developing new revenue sources including, but not limited to:
 - Sponsorship
 - Enhance the existing sponsorship program to maximize revenue from corporate sponsors
 - Produce sponsorship agreements detailing the partnership between Kempenfest and the sponsor, and the deliverables committed to by Kempenfest and the sponsor
 - Monitor other events to capture new trends in sponsorship concepts
 - Provide site kits for each sponsor to include site maps, ID Lanyards, parking passes
 - Admission fees and Cover Charges;
 - 50/50 Lottery;
 - Official Guide;
 - Food Vendor leasing;
 - Merchandise Sales; and
 - Website and Mobile App

Marketing and Public Relations

- Work with the Marketing Committee to develop an annual marketing budget and campaign for approval of the BoD
- Negotiate advertising contracts with media as per marketing plan
- Coordinate the production of artwork and scripts for advertising campaigns and onsite promotional materials
- Maintain the Kempenfest.com website using Wordpress
- Maintain the Kempenfest Mobile App

- Coordinate the production of an annual Guide to Kempenfest for distribution prior to and during the event
- Maintain and update all Social Media channels for Kempenfest
- Working with community organizations, partners, and stakeholders and being a positive advocate for the event in the community
- Telling the Kempenfest story – build a community understanding of what the event is and how it's members contribute to the community
- Working with Tourism Barrie to coordinate event promotion
- Audience research and development to ensure that the event is sustainable in the ever-changing festival industry
- Audience measurement – administering surveys and other methods of measuring results for feedback to BoD and grant/funding report, as well as to inform future decisions with regards to the development of the event

Financial Planning, Budgeting, and Accounting

- Responsible for an operating budget of \$450,000.
- Responsible for an annual sponsorship budget of \$220,000
- Responsible for increasing a marketing budget of \$75,000
- Assist the Finance Committee with the development of an annual operating budget for the festival for approval from the BoD.
- Obtain monthly Income and Expense Projections from the Kempenfest Bookkeeper for the BoD, and advise of any needed change in direction to meet the annual profit objectives
- Identify sources of public grants to pursue and:
 - write and submit grant applications;
 - coordinate all deliverables for successful grants; and
 - provide required reports to grantors following the festival
- Develop and publish periodic requests for quotes/proposals and manage contracts for festival suppliers, including but not limited to:
 - Stage and Sound Production;
 - Midway Operator;
 - Security;
 - Site services – toilets, garbage, portable power, tents, fencing, shuttle services; and
 - Insurance
- Produce invoices for all revenues
- Process all payables for approval and payment by BoD and/or finance committee
- Oversee the input of all approved financial transactions by the bookkeeper
- Liaise with the corporation's auditors to produce an annual Financial Statement and Audit Review Engagement

Entertainment Programming

- Work with the Entertainment Advisory Committee to develop the entertainment portion of Kempenfest including the budget
- Coordinate the negotiation of contracts with performers
- Coordinate the onstage needs of musicians through the production supplier
- Coordinate the cost-effective delivery of hospitality riders of performers and bands
- Recruit a team of back stage staff to manage the effective load-in and load-out of bands, schedule sound checks, and cater hospitality as per contracts
- Report to SOCAN following the festival

Governance & Corporate Compliance

- Schedule and prepare for Monthly BoD Meetings
- Provide input to Committee Chairs for their reports to the BoD on Finance, Marketing and Sponsorship, Entertainment, and Governance
- Ensure that minutes of all meetings are approved by the BoD and distributed to all members
- Ensure the timely and accurate reporting to CRA on all corporate and financial matters
- Work with the Corporate Secretary to ensure that the corporation is in full compliance with Industry Canada with respect the corporation's constitution and by-laws – liaising with the corporate legal counsel as needed
- Develop and maintain a Policy Manual in consultation with the BoD

To Apply:

This position has a base salary plus commission, please indicate your annual salary expectations in your cover letter. Send your resume and cover letter to Hiring Committee and email it to ttuckey@tamarco.ca

Job posting closes on Wednesday, February 27, 2019 at 5:00pm. Interviews will be held in early March.

While we appreciate all applications received, only those selected for an interview will be contacted. Kempenfest is an equal opportunity employer. All qualified candidates are welcome to apply.