

Meadowlark Nature Festival Coordinator **Okanagan Similkameen Conservation Alliance (OSCA)**

JOB DESCRIPTION

Summary of role

The Meadowlark Nature Festival is a nature festival held annually in the South Okanagan Similkameen, usually during the long weekend in May. Now in its 16th year, the next festival is slated for May 16-20, 2013. The Meadowlark Nature Festival Coordinator works closely with the OSCA Board and Meadowlark Planning Committee to plan and organize the events, raise adequate funds to produce the festival, coordinate volunteers, publicize the festival, and oversee all details of its execution. This position is under the guidance of the OSCA Board and is based at OSCA's office in Penticton. This highly regarded and high profile festival is OSCA's largest annual environmental education and outreach event, a living ecological museum that usually hosts about 80 nature based events over five days, including indigenous cultural tours, canoe trips, guided walks, bird watching tours, horse-back riding, geology tours, art exhibits, astronomy, nature photography, green buildings and more; events are designed to be fun and informative for people of all ages and abilities.

Key areas of responsibility

1. Festival Events

- To plan and implement approximately 70-90 individual events including subject matter, guides, safety volunteers, venues and all related logistical details
- To organize and implement a marketing plan, all promotional material and print distribution
- To maintain a strong online presence for the festival to publicize event and encourage attendance
- To coordinate all presentations, guests, volunteers, speakers, and signature artist
- To manage all details during the festival, and troubleshoot any issues or problems
- To organize and source activities for the Visitor Centre Tent or other central location during Festival

2. Systems

- To implement and manage ticketing systems, both online (using 3rd party vendor) and in-office.
- To manage office systems, schedule office coverage, and oversee the day-to-day operation of the festival office
- To implement effective systems for festival event evaluation, including audience feedback, event audits, and analysis of online booking system data
- To work with the OSCA Board and Meadowlark Planning Committee
- To organize and recruit volunteers, maintain communication with existing corps of volunteers
- To maintain standards of safety and conservation in all aspects of the festival

3. Finance

- To plan and manage budgets, and provide required or requested financial reports
- To undertake all fundraising, apply for grants, and solicit sponsorships and auction donations
- To deal with all invoicing in and out, administer petty cash and reimbursement of expenses
- To prepare all required reports for funders and government agencies

Personal Specifications for Successful Applicant:

Essential

The successful candidate must:

- Have demonstrable experience in project management, event coordination and staff management
- Have experience in Marketing, Public Relations and event promotion
- Have some Sales, Sponsorship or Fundraising Background
- Have experience managing budgets
- Be computer and web-literate, with a working knowledge of Microsoft Office, Word, Excel
- Have excellent communication skills, both spoken and written
- Have imagination and the ability to work creatively and independently
- Be resourceful, level-headed and able to work under pressure
- Must be able to drive and have own transport

Desirable

- Have experience working on large events or festivals
- Have web design experience and knowledge of Adobe Creative Suite, e.g. Illustrator, In-Design
- Have experience or training in environmental education initiatives
- Be passionate about creating interesting events which might appeal to a range of audiences

Duration and Compensation

This is a contract position of part-time responsibilities which range annually from October to July, with greatest concentration of activity and commitment of time in April and May. Compensation dependent on qualifications and funding, to an approximate maximum of \$25,000. There is some possibility of job sharing with previous coordinator, and likelihood of other environmental contract involvement within OSCA. For questions or more information, contact Sally at chair@osca.org

To apply, please provide a Resume with cover letter detailing your relevant experience and interest to mInf-hire@osca.org. The deadline for applications is 5pm Friday October 12th, 2012.