Job Responsibilities

Executive Director

Reports to Board of Trustees made up of 4 or 5 of the Executive Committee with Steve Shallenberger as Chair and Lothaire Bluth as Vice Chair.

Responsible for the overall operation of the Festival and Foundation within the following areas:

1-Overseeing the Events

* Coordinate with Vice Presidents and Event Chairs on event plans
* Make sure all events receive proper marketing and recognition in the community
* Attend when needed at event committee meetings

2-Maintaining relationships with the Leaders and Chairs

* Have regular conversations and reviews with each events leaders
* Attend where possible each event during the year
* Communicate regularly through email, telephone and personal visits with all Vice Presidents and Chairs

3-Establishment and maintenance of the Sponsors

* Have regular contacts throughout the year with current sponsors
* Be on the alert for potentially new sponsors, especially during September – November
* Establish a benefit package that meets different levels of sponsorship
* Proper recognition by gifts and thanks for the donations received, especially Thanksgiving-Christmas
* Contact sponsors early in the new year in preparation for continued support of the Festival

4-Control of the Finances

* Set budgets for each event
* Review regularly the budgets of each event in order to keep event chairs conservative in their spending
* Review all reports prepared by finance manager
* Review checks and payments
* Review regularly Zion’s bank records and UCCU records where money is kept

5-Contact person for the producers of Stadium of Fire

* Correspond regularly with Chuck and Wayne regarding the show and its content and organization
* Make recommendations for talent in order to get talent under contract by end of the year

6-Leadership of the Public Relations and Marketing

* Coordinate and meet with the marketing team to set plan for each new year
* Work with office to produce the magazine and the program
* Encourage and recommend appropriate website management
* Work with Hales Creative for new ads, billboards and banners
* Receive feedback from the Board on new ways to market Festival events

7-Editor of the Freedom Festival Magazine and Program

* Calling for ads and stories for each of the above
* Read and edit both publications and work with Hales Creative to
* Coordinate closely with Hudson Printing for the production and distribution of magazine
* Coordinate with Stadium of Fire volunteers for program distribution

8-Establish the office staff and set the pattern for their work

* Analyze and evaluate needs for proper employment in the office
* Maintain proper relationships amongst the office staff
* Set appropriate salaries and/or hourly wages and benefits
* Set vacation times and office closing as per seasons of the year

9-Liason with the State, County, City, BYU leaders and community at large

* Work closely with elected officials for financial support and overall commitment to our Festival cause
* Meet regularly to review past and future activities where they are the sponsoring agent
* Give an annual report of the finances to the city and county
* Work with city, county, state, and BYU leaders to establish contract relationship
* Festival spokesman for public comment

10-Work closely with legal counsel on policies and issues

* Have contracts and other Festival documents checked by our legal counsel, Bill Fillmore
* Keep current on events that need legal documents or advice on community interface
* Coordinate with Board of Trustees on the laws and bylaws of the Festival and the foundation
* Maintain an open communication with the chair and other members of the Trustees on difficult issues