



Title: **Festival Coordinator**  
Status: Independent Contractor (contract renews annually)  
Compensation: Up to \$50,000 annually  
Reports: Executive Director

**Job Summary:**

The Festival Coordinator is responsible for planning, coordinating, and promoting Board approved festivals and events in Mendocino County. Current approved county-wide Festivals are the Crab FEAST Mendocino in January, TASTE Mendocino in April in collaboration with MWI, the Mushroom FEAST Mendocino in November. Additionally, the Promoter will be responsible for creating, coordinating, and promoting our new county-wide Festival, Spring Beer Trail.

- Solicit and schedule events for the festival dates. Assist event-holders with creation of new events, coordinate with current events and create partnership opportunities sourcing speakers, workshops, and other events. Act as liaison between various groups.
- Create an Event Guide of all scheduled events. Oversee the design and print of all Festival literature. Including obtaining quotes for printing of the guide, write copy for the brochure, work with designer on layout, proofread the guide, and submit to the Festival Committee for final approval.
- Obtain three comparative quotes for Festival guide printing and shipping.
- Responsible for coordination of event guide distribution in-County to all event-holders and visitor placement locations; and coordinating distribution of event guides out-of-county.
- Responsible for selling ads within the guide as directed.
- Coordinate the design, purchase, and distribution of festival promotional materials such as signs, etc.
- Create, distribute, and collect an event evaluation to all event participants and compile responses for review and follow-up by the Festival Committee and the VMC ED.
- Responsible for creating a biannual county-wide Calendar of Events and overseeing the design of said Calendar. Write copy for the calendar, work with designer on layout, proofread the guide, and submit to the Festival Committee for final approval.
- Obtain three comparative quotes for printing and shipping.
- Develop the Festival Budget and ensure that all Festival projects are delivered to a high standard on time and within budget. Present additional Festivals for consideration within the budget and assist with developing opportunities for funding development.
- Provide outreach to outside major event planners for bringing other major events to Mendocino County.
- Work with county winery and chamber organizations (and others) to distribute event announcements to member mailing lists.
- Provide Marketing & Communications Coordinator with information on events to be posted on VMC website and review for accuracy and updates.
- Post events on Visit California website, VIA Magazine and others.
- Assist social media and PR contractor(s) with information as relates to Festivals.
- Attend Festival activities, especially anchor events and others as time allows.
- Communicate Festival activities to VMC ED and VMC Festival Committee including producing and circulating monthly and quarterly reports and attending regular meetings as required.
- Send updates as needed via the VMC database for updates on calendar postings, promotions, festival deadlines, etc.
- Provide support and feedback for review of marketing collateral and plans.
- Assist in business and organization growth and development.

**Other Duties:**

- Promote and maintain positive community and public relations
- Promote and maintain a positive team focused environment

This job description is subject to change at the discretion of MCTC Executive Director and Personnel Committee  
Created March 2018 and updated January 2021.

*VMC has a wide variety of stakeholders and works within the unique and highly visible environment of a tax funded public agency. All team members should exercise judgment and diplomacy as well as maintain confidentiality and discretion in handling matters that can often be of a difficult and or sensitive nature. Additionally, all financial and purchasing decisions should be made within established board approved purchasing policies, be fully transparent, be sensitive to real or perceived conflicts of interest and in all cases should be well documented.*