



JOB DESCRIPTION

POSITION TITLE: **COMMUNITY ENGAGEMENT MANAGER**
DEPARTMENT: DEVELOPMENT
JOB TYPE: INDEPENDENT CONTRACT

SUMMARY: The Community Engagement Manager engages Festival support on a local level, including housing & dining partners, advertisers, and local sponsors. S/He works as an independent contractor in Provincetown, Massachusetts, and helps carry out the Festival's mission by fostering and expanding relationships with local businesses and individuals whose annual support makes the Festival possible.

JOB REQUIREMENTS: Excellent communication, organizational, and people skills. A superior computer aptitude and a positive, caring, confident and energetic attitude are required, as well as the ability to live and work in Provincetown for at least six months a year. S/he should be comfortable with sales and public speaking, be self-motivated, and able to work unsupervised on a variety of projects at once.

WORK RELATIONSHIPS: The Community Engagement Manager works in close conjunction with the Festival's Managing Director, as well as the Producing Director and Festival Administrator. In addition to the staff, the Community Engagement Manager has regular contact with business owners and managers, and other community stakeholders such as donors, sponsors, government officials, pass-holders, and community members.

RESPONSIBILITIES: Supporting the artistic goals of the Festival by helping to ensure present and future support in three main areas: Housing & Dining Partnership, Community Sponsorship, and Advertising.

Housing & Dining Partnership

- Maintain excellent relationships with housing and dining partners with thank-you notes and letters, regular communication throughout the year, and an annual reception
- Create annual housing donation form, work with Festival marketing team to place donation forms online, and create compelling email blasts
- Email, call, write and visit existing and potential housing partners to negotiate and secure approx. 100 donated beds each year
- Attend community meetings of trade organizations, tourism guilds, government boards, etc., when necessary
- Create a dining partnership program and accompanying donation form
- Solicit support from local restaurants as advertising income or donated food/gift certificates, etc.

Community Sponsorship

- With the Managing Director, renew certain existing sponsorships, and solicit new sponsors on a local level
- Maintain excellent relationships with local sponsors with thank-you letters/notes, and regular contact
- Help ensure all promotional/marketing requirements in the sponsor agreements are being met: print, online, email marketing, display, merchandise, logo placement, etc.
- Coordinate gift bag donations and sponsor displays Festival-wide

Advertising

- Sell print ads for the Festival magazine and ensure at least \$12,000 in annual advertising sales
- Collect ads from advertisers and work with marketing team to ensure they are printed in the magazine
- Create an ad renewal campaign by mail in the spring to previous advertisers.

General

- Work on related Community Engagement tasks for the Festival that may be outside of the above-listed focus areas, such as fundraising events (especially the Annual Dinner), venue scouting, and other projects.
- Attend staff meetings as necessary

October 24, 2017