



## **REQUEST FOR PROPOSALS**

### **FESTIVAL PRODUCER** **CALIFORNIA WORLDFEST**

#### **POSITION SUMMARY**

The Northern California Center for the Arts (CFTA) in Grass Valley, California, seeks an experienced Festival Producer to join the team and play a key role in the execution of 2019 California WorldFest. The candidate will work closely with the Executive Director, Board, and WorldFest Visioning Committee. Taking a lead on the effective operations of the Festival and direct and manage the overall Festival experience.

The Producer will play a vital role in the success of WorldFest, working closely with programming and production to ensure all 7 stages of the festival run smoothly and effectively. The Producer will need to be a skilled communicator and negotiator, ensuring a deep level of partner and participant engagement. Experience working closely with Festivals, outdoor spaces and event management is preferred.

The position is a seasonal contract beginning November 15 through Aug 1, 2019. 9 month fixed term contract position. Résumés and indications of interest are due by **November 16, 2018**.

#### **ORGANIZATION**

Since 2000, The Center for the Arts, a 501(c)3 non-profit arts organization, has grown into a leading presenter of music, dance, theater, comedy, literary, visual art and family programming. The Center owns its primary venue and presents over 150 events per year from its location in downtown Grass Valley. Since 2015, The Center owns and produces California WorldFest.

Once a summer, in the heart of the Sierra Nevada, near a former gold rush town, a celebration of global music takes place. At this four-day festival at the Nevada County Fairgrounds in Grass Valley you can discover a whole new culture through music. The family-friendly festival is filled with activities for kids and adults, workshops and artistic opportunities.

Held the third weekend of July, the festival presents high-caliber global sounds of established names and rising new talent. Past headliners include Lucinda Williams, Richard Thompson, Buffy Sainte-Marie, Ani DiFranco, Ziggy Marley, Cake, Michael Franti, and Los Lobos.

#### **DUTIES & RESPONSIBILITIES:**

The California WorldFest Festival Producer serves as the organizational head of the festival, ensuring operational excellence and providing overall logistical leadership. The Festival Producer will work closely with the Executive Director, Board, WorldFest Visioning Committee, and staff to ensure perfect execution of all festival events.

These responsibilities include, but are not limited to:

- **Festival Coordination & Management:** Execute a timeline and working plan for the management of the Festival. Ensure that Festival operates smoothly and deadlines are met within the approved budget. Undertake all relevant administration relating to the Festival including correspondence with contributors, including staff, artists, venue, partners and suppliers. Be a significant onsite presence throughout the Festival and be available and on call at all times day and night including the final day of strike and final walk-thru.
- **HR/Supervise:** The Festival Producer hires and supervises seasonal festival staff leads, and recruits and supervises interns and volunteers to help carry out many of the duties outlined in the job description below.
  - Secure all festival leads and prepare contracts.
  - Hire and manage Volunteer Coordinator to ensure the festival is adequately staffed with volunteers.
  - Oversee the management of ticketing and Box Office
- **Programming:** Implement the creative vision of the WorldFest Visionary Committee. Work with InEffable to oversee all aspects of programming the festival, both curatorial and administrative, including working with volunteer programming committees. Communicate effectively with Executive Director regarding Programming and Festival schedule.
- **Hospitality & Travel:** Oversee the coordination of travel and local transportation, and ensure a positive experience for visiting performers.
- **Production:**
  - Lead comprehensive production planning including design, development, installation, staffing, and presentation
  - Work closely with Production / Advance Lead to understand and fulfill all artist and speaker technical requirements
  - Manage production team to ensure flawless liaison with partners and artists, including travel, accommodation
  - Ensure clear communication, acting as the key liaison point for the project between AND and the artists, partners, participants and suppliers
- **Fundraising/Sponsorship:**
  - Work closely with the ED and board in executing fundraising efforts that include sponsorships, memberships, individual and business donations, ad sales, and fundraising events.
  - Research, contact and negotiate with sponsors
  - See to the fulfillment of sponsor agreements.
- **Marketing/Public Relations:**
  - **Publicity:** Develop and guide public relations efforts to ensure media coverage of the festival.
  - **Marketing:** Develop an overall marketing plan and oversee development of the creative campaign and materials ranging from print to web to social networking.
  - Oversee the production of the festival program book and printed schedule, including writing copy, coordinating advertising, and working with the graphic designer and printer.
  - Reach out to cultural and community partners to co-produce events at the Festival.
  - Oversee the production and display of festival specific signage and promotional materials and manage through completion.

- **Fairgrounds Management:** Act as liaison with Fire Marshall and NC Fairgrounds before, during and after the event.
- **Food and Merchandise Vendors:**
  - Oversee all vendor contracts and ensure they follow the guidelines of the festival.
  - Write compelling and accurate RFPs to ensure effective vendor selection
- **Festival Attendees:**
  - Provide a safe, professional, educational and enjoyable opportunity for individual and families to celebrate Global Music and culture in a friendly community setting.
  - Ensure overall quality of patron/audience experience.
- Provide a comprehensive Festival wrap report immediately following the festival. All job specific reports and files must be well organized and submitted to the Executive Director immediately following the festival.

### **QUALIFICATION & SKILLS**

The Festival Producer will be a strong leader with the ability to inspire others through their persuasive articulation of CFTA's mission and vision. They will have a deep appreciation for and connection to the WorldFest, which is forward-looking, educational, and community-focused. They will be organizationally & logistically focused as well as team oriented, with an ability to manage time and priorities effectively. Additional qualifications include:

- Bachelor's degree preferred
- 5+ year experience in non-profit Festival and Music Production
- Demonstrated experience in Festival oversight and logistical management.
- Demonstrated experience in drafting and negotiating contracts
- Excellent public speaking and written communication skills.
- Ability to supervise and interact with all staff, vendors, Artistic Advisory Team, Marketing, Accounting/Finance with a positive, teamwork approach.
- Distinctive and definable understanding of Festival Management
- Willingness to work extended hours and perform expanded tasks during the time surrounding the Festival.
- Must be proactive and driven

### **SUBMITTAL DUE DATE**

Responses to this RFP are due by 5pm on November 5, 2018.

Please submit a letter, résumé, desired compensation and one-page Festival Producers statement, sharing your festival vision and why you feel you are a good match for the California WorldFest to [hr@thecenterforthearts.org](mailto:hr@thecenterforthearts.org). Applications are due **November 5, 2018**.

Amber Jo Manuel, Executive Director  
 Center for the Arts  
 314 E Main St.  
 Grass Valley, CA 95945