

**Business Development Coordinator**

**POSITION DESCRIPTION**

**ABOUT OUR ORGANISATION**

Jumpers and Jazz in July Inc was formed in 2016 after the dissolution of the local tourism body Destination Southern Downs.  Following a community meeting, JJJ Inc was formed as a not for profit organisation.  The organisation consists of a management committee of up to 8 members, and four sub-committee teams (Business, Event Operations, Media/Marketing and Compliance)

JJJ Inc manages the overarching design, delivery and promotion of the festival including the Yarntopian artworks and exhibition.  Warwick Art Gallery manages dressing of the CBD trees and a selection of creative fibre arts workshops.  Warwick Art Gallery has the responsibility for Media/marketing/promotion of the gallery’s activities in the festival program, working collaboratively with JJJ Inc where appropriate.

**VISION STATEMENT**

To be Queensland’s quirkiest and most vibrant hallmark winter festival.

**PURPOSE STATEMENT**

To support the Southern Downs community’s creative engagement and visitor economy.

**VALUES**

Community Owned and loved by the community authentically local, supporting local

Integrity Quality public and creative arts, music and performances

Passion For colour, creativity and community

Team Being a team with a shared vision

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*These values are the cornerstones of the Festival culture and Festival experience. They are the guiding principles for decision making and interactions of the committee, industry stakeholders, community and the festival attendees.*

**ABOUT THE FESTIVAL**

Warwick’s Jumpers & Jazz in July Festival is a 10 day celebration of yarn bombing and tree jumpers, live jazz, tastes of country cuisine and a program of over 100 events spanning the ten days. Known as Queensland’s quirkiest winter festival, the event has been staged annually since 2004 with the exclusion of 2020 due to the ‘Covid 19’ Pandemic. The festival incorporates almost 100 ‘jumpered’ trees, jazz performances in more than 30 venues, exhibitions, hands on workshops, wining and dining.  The quirky street vibe provides a great opportunity to wander the local CBD to enjoy the trees & explore the local businesses providing warm country hospitality and great customer service.

Queensland’s quirkiest winter festival has something for everyone – Jumpin’ Jazz Laneway Party, Artisan Markets, Killarney Bonfire Night, Grand Automobile Display, Suitcase Rummage, Celebration of Local Flavours, Twilight Jazz n Blues in the Park and rounding out with Picnic in the Park Potter’s Markets on the last day to celebrate the end of the festival celebrations.

The festival program is reviewed each year with the intention of keeping the program relevant, fresh and appealing to a wide demographic of ages and interests.

**KEY OBJECTIVE/ROLE OUTLINE:**

Business Development Coordinator role includes:-

Secure a multiyear major corporate partner (minimum of $20,000 cash per year)

Secure a multiyear partnership with SDRC as a Hallmark Festival

Attract a minimum of $20,000 in sponsorship from outside the region

Explore possible outsourcing of professional skills for sponsorship

Develop a merchandise strategy that involves creation of a range of quirky and quality merchandise and CDs of participating bands that can be sold online year-round and at multiple outlets at the Festival

Set a KPI for economic output (inputs : outputs)

Explore strategies outlined in the Strategic Revitalisation Plan

Work collaboratively with Strategic Event Partners (SDRC, SQCT, TEQ, local Chambers of Commerce)

Work collaboratively with the Local Business Engagement Coordinator

Develop a buy local policy in collaboration with the Local Business Engagement Coordinator

Work collaboratively with the Local Business Engagement Coordinator to achieve those key objectives where appropriate

Work with key stakeholders to increase accommodation capacity during the Festival, especially diverse and boutique options

Work with the Strategic Management Committee to increase “owned revenue streams” to increase financial viability of the festival

*These key objectives are included in the 5 year Strategic Revitalisation Plan. it is intended that these objectives will be prioritised with the Management Committee and key stakeholders to establish appropriate timelines*

**KEY RESPONSIBILITIES:**

1. To collaborate with the Strategic Event partners, Business Chambers and key industry stakeholders to increase the financial viability of the festival
2. To liaise with the Management Committee to develop and implement actions that align with the Strategic Revitalisation Plan
3. All expenditure required to meet the business development objectives must be included in the overarching festival budget for each  year
4. All expenditure and business development plans and actions are to be approved by Management Committee through a report from the Business Sub-Committee before any formal documents are signed off
5. Liaise with the Treasurer to develop invoicing, receipting and all  financial documentation and transactions once transactions have been approved
6. To work with the Media Marketing Coordinator to produce accurate content for all press/media coverage and festival updates in line with the approved plans.
7. All public statements must be produced in conjunction with the Media Marketing Coordinator and approved through the Business Sub-committee report to the Management Committee or approved by flying minute through email or messenger if time sensitive prior to publishing (ratify at next meeting)
8. Liaise with the Secretary of JJJ to create follow up thank you letters and invitations if required.

**OPERATIONAL PROCEDURES:**

* Updating and maintaining all approved business initiatives using JJJ Inc shared drive to ensure safe keeping of all official documentation
* Provide approved reporting as outlined below
* Developing letters, fact sheets and other informational materials relevant to business engagement initiatives
* Work with Management Committee, Media & Marketing Coordinator, Event Operations Coordinator, Secretary and Treasurer as per outlined in Key Responsibilities
* Collaborate closely with the Local Business Engagement Coordinator as key members of the Business Subcommittee

**SCOPE OF THE ROLE:**

The Business Development Coordinator will oversee all matters relating to business development, sponsorship, merchandising and explore strategies to increase “owned revenue streams” to increase financial viability of the festival

Business Development Coordinator is the main point of contact for merchandising, income growth, entrepreneurial opportunities, sponsorship

**STATUS:**

* All positions in the Management Committee and various Sub-Committees are voluntary roles and require a minimum 12 month commitment.
* All committee members must be financial members of JJJ Inc and complete a current membership form and fee requirements.
* All committee members should have capacity to attend the majority of Strategic Management Committee meetings
* Time commitment may vary in accordance with the Business Development initiatives that are created. Hours are flexible recognising that there will be peaks and ebbs throughout the year. There is an expectation that this role will be available to liaise with key stakeholders/sponsors during the festival where required.

**REPORTING:**

Business Development Coordinator will collaborate with the Local Business Engagement Coordinator to chair the Business Sub-committee and will report directly to the Strategic Management Committee regarding operational procedures and responsibilities as outlined above.

The Business Development Coordinator, in collaboration with the Local Business Engagement Coordinator, will provide a written Business subcommittee report to the Strategic Management Committee each month, seeking approvals for all initiatives, documentations and expenditures.

Work with the Strategic Management Committee, Media & Marketing Coordinator, Event Operations Coordinator, Secretary and Treasurer as outlined in Key Responsibilities.

**MEETINGS TO ATTEND:**

The Business Development Coordinator will collaborate with the Local Business Engagement Coordinator to attend and chair the Business Subcommittee

Attend the Strategic Management Committee each month (fortnightly in the weeks just prior to the festival)

Attend appropriate Sub-Committees by request

**TERM OF THE ROLE:**

The Business Development Coordinator will be appointed for one year with the hope of retaining that person for up to 3 years (if deemed appropriate by the Coordinator and Management Committee) to ensure continuity and to maintain a strong knowledge base within the Strategic Management Committee.

**SKILLS/QUALIFICATIONS:**

* Shared and clear understanding of the integrity, vision, purpose and values of JJJ Inc as an organisation and must align with the organisational strategic direction outlined in the Strategic Revitalisation Plan
* An ability to work with sponsors and key stakeholders local business participation in the festival and increase understanding of what the festival brings to the region
* Strong interpersonal, communication and organisational skills
* Ability to create and submit a written report as required using the reporting template provided
* Appropriate computer skills to conduct the role efficiently and effectively including an understanding or capacity to gain understanding of Shared Drive documents
* Ability to meet deadlines and maintain effective time management
* Ability to work in a team for shared decision making and able to work independently to carry out the role

**WHAT YOU WILL GAIN:**

* Increased knowledge about the Jumpers and Jazz in July festival and how it works
* Increase your own personal skill sets OR enjoy the ability to use & share the skills you already have
* Opportunity to work with an inspired and passionate team of volunteers who hold the integrity and the value of the festival
* Be an integral part of increasing the social and economic capacity of the Southern Downs region
* Great sense of achievement and personal satisfaction as a member of the team that delivered a very successful 10 day festival

**EXPRESSION OF INTEREST:**

Expressions of interest for this role may be submitted to the Strategic Management Committee via email (jumpersandjazzinjuly@gmail.com) or if you wish to have a discussion about whether this position suits you please email to request a friendly conversation with a committee member/s.