



DIRECTOR OF EVENTS

This description is an extension of the general company policies described in the Employee Handbook and the contract of employment. This job description is an overview of expectations and responsibilities of the director of events. These duties are in addition to the Retail Market Attendant job description. These duties may develop or change as the normal course of business demands. The Director of Events (DE) position may be either a regular seasonal position or a part time position.

QUALIFICATIONS

- a) A minimum of a high school diploma with at least some prior job experience in a retail and/or events-related setting.
- b) Basic word processing skills and computer use mandatory.
- c) Child safety clearances mandatory.

1) PRIMARY RESPONSIBILITIES

The Director of Events shall:

- a) Plan and carry out various educational events, demonstrations, children's events, family events, holiday events, and more throughout the entire calendar year.
- b) Assist with the promotion of events, classes, and other in-store happenings online, in-store, and at community events where appropriate.
- c) Maintain detailed records of events held.
- d) Maintain ongoing communications with the retail management team.
- e) Brainstorm and introduce new events at the market as market trends and customer requests dictate.
- f) Serve as the coordinator and point of contact for the booking and organization of birthday parties held at the market.

2) WORK / SCHEDULE EXPECTATIONS

The Director of Events (DE) Shall:

- a) Be scheduled on the regular market schedule.
- b) Work a regularly communicated office schedule managing events planning, preparation, and promotion.
- c) Be expected to work weekends associated with events being held, as well as during critical times of the retail year.

4) SUPERVISION RECEIVED AND EXERCISED

- a) The Director of Events is a seasonal employee directly responsible to the Assistant Farm Market Managers and the Farm Market Manager. Every effort should be made to establish channels of communication among other market employees and the management.