

Job roles for the 2014 festival

2013 saw an amazing team of people volunteer their time to come together to organise and run the Crystal Palace Overground Festival 2013. The festival has gone from strength to strength and it would be great to see a bigger and better event in 2014.

The survival of the festival in 2014 depends on recruiting a strong team of decision-makers who are directors of the festival able to run a team and make significant decisions. Each of these directors also needs to undertake at least one of the roles within their team and will sign up for a term of office from October 2013 to October 2014.

Your festival needs you!

Below is a brief description of all the many and varied jobs that make up a festival team. Many hands make light work – the more volunteers we can recruit to the organising team, the better. So please, take a look at the jobs below. Maybe you have the experience and time to take on more than one role, or maybe you are up for learning a new skill and taking on a new challenge, transferring skills and enthusiasm from other work.

We do need to see what experience you have so please do send us your CV and any other information you have that you think we would like to see to info@crystalpalacefestival.org or come along to our meeting to find out more about the roles. Here's the details:

Festival open meeting

**Find out more about the festival
roles and get involved!**

Sunday 6 October 2013

6pm at Antenna Café Thing

Find it here: <http://www.antennastudios.co.uk/contact/>

Festival chair and programme director

- To be the figurehead for the festival
- To liaise with other local festivals and community events
- Set up and monitor main festival budget with area directors
- Agree main contracts with suppliers along with finance director and operations director
- Oversee programme focus and project deadlines and milestones
- Oversee marketing strategies
- To be a source of support and information to the team directors and the wider community

Marketing director

- Overall responsibility for marketing the festival
- Project manages the marketing and publicity team
- Overall responsibility for liaising with the festival committee on strategy and design for festival publicity / ensuring the team liaise with the rest of the festival team
- Set up project plan with managers to set deadlines and milestones for all team members
- Confirm all publicity deadlines to festival team members
- Sets the tone and supports the marketing team in writing copy
- Manage the overall marketing budget
- Manage volunteers for posters, flyers and programme dissemination, both on the day and pre-event
- Responsible for meeting all copy deadlines and liaising with the whole committee to ensure their support
- Manage post-event publicity with the PR manager
- Responsible for the digital marketing strategy, working with the team to ensure delivery

PR manager

- Confirm PR strategy with marketing director and team
- Set up project plan with milestones and deadlines
- Update and manage press database
- Write press releases
- Manage publicity schedule
- Liaise with sponsorship and advertising director about publicity for sponsors
- Liaise with programme director and marketing director on content
- Invite press to festival and liaise onsite
- Manage photographers pre-event, onsite and post-event
- Manage post-event publicity with marketing director
- Responsibility for managing the photography team

Photographers (4)

- To capture the festival on film – including the run-up / pre-festival fundraisers and significant events as well as the four day event
- To supply photographs/files to the marketing team for use in publicity

Online marketing manager

- Responsible for managing the website designer and webmaster
- Manages website design and content updates
- Manage website blog, sourcing copy from all festival team members
- Write copy for website
- Liaise with programme director on content
- Liaise with music director about band interviews for website blog

Website designer

- Responsible for the design of the website to ensure it communicates festival information in a manner which engages the audience
- Liaises with the online marketing manager on the objectives of the website and its design
- Liaises with the webmaster on the structure of the site

Webmaster

- Responsible for the build, structure and input of content into the website
- Liaises with the online marketing manager and the website designer to ensure the site is kept up to date
- Ensures that the site is kept high in SEO rankings
- Works with the marketing team on visitor survey embeds across the website and social media
- Works with the volunteer team on volunteer recruitment data input and questionnaire design through the website

Social media manager

- Responsible for managing the app master
- Develop and coordinate the social media strategy
- Manage programme of FB and Twitter content daily/weekly
- Manage Twitter feed on days of the festival
- Update FB and Twitter with photographs and content from the festival
- To take overall responsibility for the app update, including getting the whole programme into a database

Appmaster

- Responsible for the update of the design of the app as and when necessary
- Works with the social media manager to update and maintain the app

Print marketing manager

- Responsible for managing the festival designer and display and décor manager
- Manage print budget
- Manage print schedule and outputs with designer
- Liaise with printers on print schedule and deadlines
- Confirm print marketing strategy with marketing team
- Write print copy for guide and other print marketing collateral
- Set up project plan with milestones and deadlines

- Support fringe projects to use event publicity templates
- Liaise with programme director and marketing director on content

Festival designer

- Design of festival publicity and all associated design elements, including signage, banners, website skin, flyers, guide, posters and any other materials.
- Liaise with printers where necessary
- Liaise with marketing team on design

Display and décor manager

- To take responsibility for all decorations throughout the festival period, keeping in line with the festival ethos and design guidelines
- To organise signage for sponsors, main zones and marquees
- To co-ordinate necessary volunteers to action the décor plan before the festival and on the main festival days.
- To take overall responsibility for removing all décor on time, post-event

Music director

- Overall responsibility for music programme management throughout the festival
- Project manages the music team
- Overall responsibility for liaising with the festival committee over all music projects
- Review previous year's acts and confirm focus of acts with festival management committee and music team
- Work with music producers to review and shortlist bands and musicians for main park stage and fringe events
- Decide final line up for main stage at park event, with programme director and music team
- Organise band callout strategy and campaign with marketing director
- Liaise with marketing director for band interviews
- Liaise with operations director over infrastructure requirements and all logistics

Music producers (4)

- Programming and project management of all music events across the festival
- Review previous year's acts and events and work with music director to develop, run and manage the music events in 2014
- Confirm all bands, co-ordinate all band contact information
- Source band marketing information (FB, Twitter, website, photos, profiles etc) and co-ordinate press releases with PR manager

Park AV manager

- Work with operations director to confirm contract and logistics with contractors for main stage and other tents/stages
- Liaise with stage manager on bands' AV requirements (back line)
- Confirm all requirements with contractors
- Manage contractors on festival day, ensuring AV is of very high standard

- Manage AV set up across the site, working with contractors, operations director and others, to ensure all areas are working smoothly and coordinate ongoing issues throughout the day, supporting all users as necessary

Park stage manager

- Liaise with bands about back line and stage requirements
- Keep the programme on schedule and on time
- Announce bands as MC
- Manage back stage area (subsistence and logistics) and liaise with programme director and operations director as necessary
- Liaise with AV manager and supervise assistant stage manager to keep stage
- area on schedule and working smoothly.

Park assistant stage manager

Assist stage manager in keeping programme on schedule and managing back stage area, assisting bands where necessary.

Community liaison director

- Overall responsibility for managing the team to ensure that all traders, schools and community groups are engaged with fully
- Sets the strategy with the team for engaging with the community
- Works with the programme director and operations director on the event management toolkit for venues, community groups and traders
- Manages the co-ordinators and supports them in setting up the strategy and workplan for each area of work
- Recruits and manages a trader liaison team in conjunction with the traders' co-ordinator
- Is the spokesperson at various community group meetings, engaging with the groups and encouraging participation in the festival

Venues co-ordinator

- Responsible for contacting all venues and building on relationships that exist and creating new ones where contact has not been made
- Communicates marketing channels and deadlines to all venues
- Introduces and explains event management toolkit to venues, lending support where needed
- Liaises with sponsorship and advertising manager about any interest from venues in these opportunities
- Chases up all venue programme information and communicates this to programme director and marketing team

Traders co-ordinator

- Responsible for recruiting and managing a team of volunteers for trader liaison in conjunction with the community liaison director
- Sets up a strategy and work plan for engaging with all traders
- Communicates marketing channels and deadlines to the traders
- Introduces and explains event management toolkit to traders, lending support where needed

- Liaises with the sponsorship and advertising manager about any interest in these opportunities from the traders
- Liaises with the programme director and marketing team about any events that traders are organising during the festival

Schools co-ordinator

- Sets up a strategy and work plan for contacting and engaging with all schools about festival involvement and opportunities
- Identify any opportunities from the community to engage with schools
- Communicates marketing channels and deadlines to the schools
- Liaises with the programme director and marketing team about any events that schools are organising during the festival

Community groups co-ordinator

- Sets up a strategy and work plan for contacting and engaging with all community groups about festival involvement and opportunities
- Communicates marketing channels and deadlines to the groups
- Introduces and explains event management toolkit to groups, lending support where needed
- Liaises with the programme director and marketing team about any events that community groups are organising during the festival

Finance director

- Responsible for scoping out the costs of the 2014 festival in conjunction with the chair/programme director, operations and marketing directors
- Sets up the financial management structure of the festival with team
- Maintains overall profit and loss account for the festival
- Does forecasts of income and costs, reporting the other directors
- Advises festival team on finding suppliers and best value deals
- Set up budgets for each area of the festival, advising managers on this

Accounts manager

- Cashbook entry and reconciliation with bank account entries
- Invoicing for sales (sponsorship, stalls, advertising, listings)
- Liaising with the festival accountant on account reconciliation
- Chasing payments and sending reminders where necessary

Fundraising manager plus team

- Responsible for researching and choosing fundraising activities and sources to support the funding of the festival
- Liaise with the volunteer director to recruit and manage volunteers to organise fundraising activities
- Liaise with community groups and other members of the community about fundraising engaging them to support the festival in this way

Development and grants manager

- Responsible for researching and finding grants and funds which the festival will qualify for in terms of application
- Liaise with specialist producers to identify specialist funds eg performing arts funding

- Liaise with the festival chair and other directors to collate the information needed for funding applications
- Make applications
- Collate all pre-event, onsite and post-event information funding bodies may require

Sponsorship and advertising manager

- Responsible for maximising revenue from sponsorship and advertising
- Review and update packages from previous years
- Review and update contacts working with the traders' liaison manager and team to get new and updated contacts' details
- Visit previous advertisers and sponsors to get feedback experiences and achieve repeat sales
- Manage sales contact team members to carry out sales calls and visit sales prospects
- Follow up any leads from trader liaison team for sales
- Ensure all contract deliverables are logged and passed onto print marketing manager, social media manager, display and décor manager and online marketing manager to be fulfilled
- Carry out admin on contracts for sponsors and advertisers

Operations director

- Responsible for overseeing all operations for the festival and the operations team.
- Directly managing and supporting the H&S licensing manager and the event managers
- Overall responsibility for site planning in conjunction with H&S manager and event managers
- Responsible for liaison with the authorities and attending all relevant external meetings
- Agree main contracts with suppliers along with finance director and programme director / festival chair
- Collate all festival requirements and confirm requirements and spec for all infrastructure with all contractors
- Confirm spec for main stage with main stage contractors, liaising with music director and music team working on park event
- Manage relationship with infrastructure contractors
- Set up and monitor main operations budget with programme director and finance director
- Responsible for waste management
- Liaise with volunteer director over volunteer requirements relating to waste management

H&S licensing manager

- Responsible for advising the festival committee on all matters relating to H&S and licensing, and ensuring compliance in all areas
- Work with the event managers to develop risk assessments and safety plans for all events, all sites and equipment falling directly under the remit of the festival
- Liaise with event managers on site plans
- Identify security needs in conjunction with key authorities
- Liaise with event managers about stalls/tents to maintain safety standards - those supplied by contractors and those brought on sites by performers, workshops or stall holders.
- Liaise with all contractors on H&S with the operations director
- Contact all of the relevant authorities regarding dates for festival and H&S plans with the operations director
- Confirm and review licences with Croydon Council, both festival licenses and third party licenses
- On the day assessment and management of H&S across whole of the park, and at festival organised events on the triangle
- Update volunteer steward briefing notes, set up H&S stewards schedule and inform volunteer director of requirements and priorities.
- Train volunteer team and event managers to deliver H&S training for volunteer stewards
- Support volunteer team with H&S training of volunteers on festival days, with volunteer director and event managers
- Responsible for any external contracted security and first aid
- Inform operations director of any physical H&S requirements such as radios, jackets etc
- Inform event managers of required signage at their events
- Provide costs for finance director to put in budget

Event manager – park event

- Responsible for coordinating the park event and managing the stalls managers, children's entertainment producers, performing arts producers and lifestyle activities managers to create the main park event
- Liaise with the volunteer director over requirements of the event
- Liaise with the music director over the music and stage.
- Liaise with the display and décor manager
- Liaise with operations director and H&S licensing manager over site plan, all issues relating to H&S and licensing and infrastructure requirements.
- Co-ordinate and manage signage for site
- Support volunteer team with H&S training of volunteers on festival days, with volunteer director and H&S manager
- Inform operations director of all requirements from external contractors

Event manager – venues/fringe events

- Responsible for coordinating all venue and fringe events
- Liaise with the volunteer director over requirements for volunteers
- Liaise with the music director over any live music
- Liaise with the display and décor manager as required
- Liaise with operations director and H&S licensing manager over all issues relating to H&S and licensing and infrastructure requirements
- Support volunteer team with H&S training of volunteers on festival days, with volunteer director and H&S manager
- Inform operations director of all requirements from external contractors

Event manager – Triangle Day

- Responsible for curating and running day of events around the Triangle
- Liaise with the volunteer director over requirements of the event
- Liaise with the music director over any live music
- Liaise with the display and décor manager
- Liaise with operations director and H&S licensing manager over site plan and all issues relating to H&S and licensing and infrastructure requirements
- Co-ordinate and manage any signage for site(s)
- Support volunteer team with H&S training of volunteers on festival days, with volunteer director and H&S licensing manager
- Inform operations director of all requirements from external contractors

Stalls manager x 2

There are three main types of stalls under this remit – refreshments stalls (food, drink)

- community and charity stalls
- crafts/goods (non-consumables)
- Review previous year's stalls and send out the correct application forms to each stall holder
- Sourcing new stalls to fit the festival's focus

- Manage the application and enquiry process and ensure smooth and clear communication
- Respond to all incoming enquiries and work together to ensure all enquiries are directed to the right manager
- Liaise with operations director over number and types of stalls to hire from contractors
- Liaise with programme director to confirm stall types and descriptions, ensuring a diverse range to suit all festival goers
- Liaise with H&S manager on requirements and take responsibility for ensuring all stall holders comply
- Work with operations director to determine stall layout
- Provide accounts manager with necessary information to ensure invoicing
- Confirm site and access plan with stallholders, manage set up, access, operations and exit on festival day
- Post-event feedback co-ordination

Children's entertainment producer x 2

- Responsible for organising and managing the children's zone in the park
- Review and confirm focus of children's zone with festival management committee
- Review previous acts and feedback
- Source and confirm new workshops/performers
- Confirm all marketing information (FB, Twitter, website, photos, blurbs) and pass to marketing team
- Liaise with programme director to confirm workshops line-up
- Liaise with operations director about layout, infrastructure, access requirements and on the day logistics.
- Liaise with H&S licensing manager about requirements and relay the information to all children's zone contributors
- Liaise with art director about décor of kids' area
- Confirm all performers and their set up/AV requirements and relay to/discuss with AV manager
- Confirm access plans and contact details for all performers
- Co-ordinate festival policy for children's H&S
- Manage support staff on the day
- Manage set up, access, operations and exit on festival day
- Post-event feedback co-ordination

Performing arts producer x 2

- Responsible for organising and managing performing arts in the park.
- Review and confirm focus for performing arts at the park event with festival management committee
- Review previous acts and feedback
- Source and confirm new performers and opportunities
- Work with fundraising team and programme director in seeking additional funding and monitor income and proposed expenditure
- Liaise with operations director about area set-up, layout and infrastructure requirements

- Liaise with H&S licensing manager about requirements and ensure all contributors and contractors comply as required.
- Liaise with display and décor manager about décor of performing arts areas
- Confirm all performers and their set up/AV requirements and liaise with AV manager
- Confirm access plans and set-up requirements with the operations director
- Maintain communication with all performers prior to the event and on festival day
- Manage support staff on the day
- Manage set up, access, operations and exit on festival day
- Post-event feedback co-ordination

Lifestyle activities manager x 2

There are three areas under this remit –

- holistic
 - sports and fitness
 - food demo tent
- Review and confirm focus with festival management committee
 - Review previous workshops, stall holders and sponsored areas and feedback
 - Source and confirm new workshops and opportunities
 - Liaise with operations director about area set-up, layout and infrastructure requirements
 - Liaise with H&S licensing manager about requirements and ensure compliance by all participants
 - Liaise with display and décor manager about décor of workshop areas
 - Confirm all performers and their set up/AV requirements and liaise with AV manager.
 - Provide accounts manager with necessary information to ensure invoicing
 - Confirm access plans and set-up requirements with the operations director.
 - Maintain communication with all contributors, demonstrators and stall holders prior to the event and on festival day.
 - Manage set up, access, operations and exit on festival day
 - Post-event feedback co-ordination

Volunteer Director

- Responsible for managing the team and tasks involved in recruiting and managing the volunteers needed to deliver the festival
- Develop and implement effective strategies to recruit the right volunteers with the right skills
- Research and write volunteer policies and procedures
- Generate appropriate volunteering opportunities and role descriptions
- Monitor, support, motivate and accredit volunteers and their work
- Manage budgets and resources, including the reimbursement of expenses

- Keep up to date with legislation and policy related to volunteering and making any necessary modifications to accommodate changes
- Monitor and evaluate activities and writing reports for funders
- Liaise with operations team over volunteers required
- Overall responsibility for volunteer management on festival days, working with volunteer team, H&S licensing manager and event managers

Volunteer recruitment manager x 3

- Organise profile-raising events to attract new volunteers
- Work with the marketing team to promote volunteering through recruitment and publicity strategies and campaigns
- Offer advice and information to volunteers and external organisations through face-to-face, telephone and email contact
- Provide inductions and training
- Post-event feedback co-ordination

Volunteer co-ordinator x 3

- Maintain databases and undertaking any other administrative duties
- Ensure volunteers are appropriately matched and trained for a position
- Organise rotas and maintain contact with volunteers
- Carry out any post-event evaluation of the volunteer experience