

## **CHAIRPERSON**

### **General Description**

Under the general approval and support of the Frosty Festival Board of Directors, and in keeping with Frosty Festival By-laws, the Chairperson guides and directs the delivery of Frosty Festival.

### **Activities/Tasks**

- Responsible for the preparation of agenda for Board of Directors' meetings.
- Chairs meetings of the Board and Executive Committee keeping the Board's activities focused on the Frosty mission.
- Provides leadership to the Board of Directors ensuring the Board adheres to its bylaws
- In consultation with the Executive Committee ensures that committee chairpersons are appointed.
- Orients Board members and committee chairpersons to the Board.
- Serves as ex-officio member of committees and attends their meetings as necessary.
- Working in conjunction with the Vice Chairperson, completes funding and wage subsidy applications.
- Working in conjunction with the Vice Chairperson, Treasurer, and Marketing and Communications Director, coordinates and oversees the ticketing system.
- In accordance with Frosty By-laws, acts as one of the signing officers for cheques and other documents such as contracts and grant applications.
- Promotes the organization's purpose in the community.
- Acts as the official spokesperson for the Frosty Board of Directors or designates spokesperson as appropriate.
- May have other duties, from time to time, as assigned by the Board of Directors.

## **VICE-CHAIRPERSON**

### **General Description**

Assumes the responsibility of chairperson as may become necessary from time to time. He/she may have other powers and duties, from time to time, as assigned by the Board of Directors.

### **Activities/Tasks**

- Chairs Board and Executive meetings in the absence of the Chairperson
- Assumes all responsibilities of the Chairperson in the event the Chairperson is unable to fulfill his/her responsibilities.
- Working in conjunction with the Chairperson, completes funding and wage subsidy applications. In addition, investigates other funding opportunities.
- Working in conjunction with the Chairperson, Treasurer, and Marketing and Communications Director, coordinates and oversees the ticketing system.
- Serves on the Executive Committee
- Works closely as consultant and advisor to the Chairperson.
- Acts as signing officer in accordance with Frosty By-laws
- May have other duties, from time to time, as assigned by the Board of Directors.

## **SECRETARY**

### **General Description**

The Secretary records the activities and minutes of meetings of the Board of Directors and maintains all correspondence.

### **Activities/Tasks**

- Serves on the Executive Committee
- Maintains copies of the organization's bylaws and the Board's policy statements
- Maintains contact list of members of the Board of Directors and committees
- Notifies Board members of meetings
- Keeps record of Board attendance and accurate minutes of meetings ensuring all motions and decisions are recorded. Distributes copies of minutes to Board members promptly after meetings.
- Ensures there is a quorum at Board meetings.
- Signs Board minutes to attest to their accuracy.
- Maintains copies of committee minutes.
- Prepares general Board correspondence and maintains records of all Board correspondence.
- As required the Secretary co-ordinates the distribution and collection of all mail
- May have other duties, from time to time, as assigned by the Board of Directors.

## **TREASURER**

### **General Description**

The Treasurer has the responsibility to oversee the financial function of Frosty and provide reports for the Board. The Treasurer is responsible for the accounting of the funds of Frosty, its budget and expenditures.

### **Activities/Tasks**

- Serves on the Executive Committee.
- Gives regular reports to the Board on the financial state of the corporation.
- Keeps all financial reports on file.
- Chairs the Finance Committee.
- Prepares and monitors overall budget and where necessary, assists with the preparation of event and committee budgets.
- Acts as signing officer in accordance with Frosty By-laws.
- Causes accurate accounts to be kept ensuring accuracy and validity of all receipts and disbursements for Board related expenses.
- Causes to receive and bank all monies due to Frosty and follow up where necessary on outstanding invoices
- Disburses all monies as directed by the Board.
- Ensures all financial transactions to have adequate safeguards and are reported in a timely and efficient manner.
- Establishes acceptable financial procedures and ensures all transactions are recorded in accordance with generally accepted accounting principles
- Ensures required audit procedures are conducted.
- Works in conjunction with the appropriate director to ensure necessary financial reports, lotto reports, tax reports, audits, and any other reports and completed and submitted.
- Orients the new Treasurer.
- Working in conjunction with the Chairperson, Vice Chairperson, and Marketing and Communications Director, coordinates and oversees the ticketing system.
- May have other duties, from time to time, as assigned by the Board of Directors.

## **MARKETING & COMMUNICATIONS DIRECTOR**

### **General Description**

The Marketing & Communications Director will be responsible for two main goals:

- Providing the most effective and accurate information to everyone involved directly and indirectly with Frosty Festival (via newsletters, and computer technology) and to the general public and media (via publicity, promotion and advertising).
- Providing a marketing strategy that will enhance the Festival.

### **Activities/Tasks**

- Assess the marketing and communication needs for Frosty Festival.
- Develop a year-round public relations/communications program with a wide variety of services internally and externally between all committees and members of the Board of Directors, business community, media, schools, and the general public.
- Develop an effective promotional strategy complete with marketing and advertising tools (i.e. radio, print, TV, social media and website).
- To assist the Volunteer Services Director in the creation of a mechanism to keep all volunteers informed and updated and develop a “Welcome/Information Package”
- Maintain a current contact list and mailing list for media, and update as needed.
- Prepare resources needed by media (i.e. media kits, releases, PSA’s, etc.)
- Gather program information from the Program & Events Director, the Ways & Means Director, and the Community Groups Director and draft a program with written material, photography, advertising, etc.
- In consultation with the Ways & Means Director, formulate a sponsorship and advertising package
- Create and maintain a Frosty Festival Website that will be linked to City of Mount Pearl Website.
- In consultation with the Chairperson organize and coordinate news conferences.
- Liaise with the Community Services Representative to arrange a photographer schedule conducive to the requirements of Frosty.
- Working in conjunction with the Chairperson, Vice Chairperson, and Treasurer coordinates and oversees the ticketing system.
- May have other duties, from time to time, as assigned by the Board of Directors.

## **PROGRAM AND EVENTS DIRECTOR**

### **General Description**

The Program and Events Director shall oversee all core events (those events that are hosted by the Frosty Festival Board of Directors).

### **Activities/Tasks**

- Prepare and complete budgets for all core events. Budgets will then be submitted to the Treasurer within the required time frame.
- Continuously update and recommend events to reflect current interests of the community with respect to Frosty Festival. To target the appropriate audience with high quality events.
- Consolidates the needs list (and any related documentation) for all core events and forwards it to the appropriate Director.
- Liaise with the Marketing and Communications Director with the necessary information required to develop the Frosty Festival Booklet to eliminate event conflicts and duplication.
- To encourage schools to hold their annual spirit days or similar event during the Frosty Festival
- Recommend to the Board of Directors new initiatives and events for future Frosty Festivals.
- Oversee event committees, as per the Frosty Festival organization chart.
- May have other duties, from time to time, as assigned by the Board of Directors

## **VOLUNTEER SERVICES DIRECTOR**

### **General Description**

The Volunteer Services Director is responsible for coordination of all volunteer-oriented tasks, needs and tracking.

### **Activities/Tasks**

- Recruit new volunteers to fulfill the current needs of Frosty Festival – share the workload. To develop a recruitment strategy with the Marketing & Communications Director to recruit volunteers (i.e. radio, print, TV, social media, etc.)
- Recruit and retain volunteers according to their specific professional skills/interests and experience (i.e. marketing, graphic design, programming etc.)
- Coordinate the recruitment of Frosty (mascot) volunteers and appropriate chaperones.
- Work in consultation with the Program & Events Director, Marketing & Communications Director and Community Groups Director to develop an appearance schedule for Frosty.
- Maintain, repair and dry-clean costumes as needed.
- Attempt to maintain camaraderie amongst all volunteers involved with Frosty Festival.
- Coordinate volunteer recognition initiatives and socials for members of the Frosty Festival Board of Directors
- Assess all volunteer requirements for all events/activities and strive to meet those demands.
- Develop a communications procedure that keeps all volunteers informed and up to date.
- Continually assess the training needs for committee members and provide training opportunities as needed in partnership with Community Services Department.
- In consultation with the Marketing & Communications Director, create a “Welcome/Information Package” for volunteers.
- May have other duties, from time to time, as assigned by the Board of Directors.

## **SPONSOR RELATIONS DIRECTOR**

### **General Description**

The Sponsor Relations Director is responsible for managing the overall Frosty Festival sponsorship program, soliciting advertising and sponsorship deals, and maximizing advertising and sponsorship opportunities.

### **Activities/ Tasks**

- Assess the sponsorship needs for the Festival.
- Solicit advertising sales for the Festival booklet.
- In consultation with the Marketing & Communications Director, formulate the sponsorship package and advertising rate card.
- Maintain a current contact list and mailing list for advertisers and sponsors, and update as needed.
- In consultation with the Festival employee, prepare a city wide business mail-out soliciting booklet advertising to secure revenue; prepare a summary and forward to the Treasurer for recording and invoicing.
- Gather booklet information from advertisers and sponsors and communicate all pertinent information to the Marketing & Communications Director for layout and design of the booklet.
- Coordinate the strategic solicitation of sponsors and negotiate terms.
- Manage sponsor expectations; service sponsors and fulfill agreements.
- In consultation with the Chairperson and Marketing & Communications Director, organize and coordinate news conference.
- In consultation with the Ways & Means Director, Community Groups Director and Community Services Representative, coordinate the VIP reception to be hosted on Opening Night.
- May have other duties, from time to time, as assigned by the Board of Directors.



## **WAYS & MEANS DIRECTOR**

### **General Description**

The Ways & Means Director is responsible for assessing the Festival's needs and fulfilling the needs list requirements.

### **Activities/ Tasks**

- In consultation with the Board of Directors, assess the Festival's needs.
- In consultation with the Program and Events Director and the Community Groups Director, develop and maintain a comprehensive list of Festival requirements.
- In consultation with the Sponsor Relations Director, solicit sponsors who may fulfill needs list items in exchange for a cash or in-kind sponsorship.
- Fulfill needs list items.
- Coordinate the distribution of needs list items.
- Maintain an inventory of assets and event supplies.
- In consultation with the Sponsor Relations Director, the Community Groups Director and the Community Services Representative, coordinate the VIP reception to be hosted on Opening Night.
- May have other duties, from time to time, as assigned by the Board of Directors.