



Position Profile EXECUTIVE DIRECTOR

Position	Executive Director
Location	Tucson, Arizona
Status	Exempt; full-time
Annual salary range	\$72,000 - \$84,000

The Tucson Festival of Books (TFOB) is a premier community-based celebration of literature and literacy that takes place annually in early March on the University of Arizona campus. TFOB, which is a 501(c)(3) organization, is presented free of charge and is among the largest book festivals in the country. The festival welcomes more than 130,000 people to the two-day, family-friendly event that features 400 authors, 200+ exhibitors, 33 venues, and engages 2,000 volunteers.

TFOB's mission is to promote literacy in southern Arizona and help improve literacy rates by providing financial support to literacy partners at the highest possible level. TFOB has distributed more than \$2.2 million since 2009 to local literacy organizations and programs.

The role

The executive director reports to the TFOB Board of Directors, maintains regular onsite office hours, and works collaboratively with the board, staff, and volunteer-led steering committee to successfully manage the multi-dimensional operations of the festival and the nonprofit organization. The successful candidate will have a passion for leading a large public event that requires effective planning, fundraising, collaboration, internal and external communication, and operational excellence, especially in decision-making and financial management.

To apply, please submit your cover letter and resume to applicant@tucsonfestivalofbooks.org by April 30, 2024.

Duties and Responsibilities

Leadership and event project management

- Accomplish the festival's strategic objectives and goals while supporting and amplifying the organization's mission
- Collaborate with the board of directors and steering committee chairs to establish, reinforce, evaluate, and improve procedures, communication, and problem-solving among the committee members and event volunteers
- Attend meetings of the board of directors, steering committee, and other TFOB committees as needed and assist the respective committee chairs in developing productive meeting agendas and tactics to ensure collaboration and results
- Initiate and launch effective methods to streamline event operations and create opportunities to increase audience engagement and satisfaction
- Facilitate effective internal and external written and verbal communication
- Anticipate and assess challenging situations to identify causes, gather and process relevant information through productive discussions, and make recommendations to resolve issues

Sponsor relations and fundraising

- Lead efforts of the board of directors and sponsorship committee to identify and develop new funding sources while working to maintain and increase existing sponsorships
- Work with the marketing committee to develop and maintain a comprehensive sponsor information packet and lead ongoing sponsor relations
- Promote the benefits associated with a Friend of the Festival membership and assist in efforts to expand this important membership group in size and long-term fundraising support
- Maintain and follow a calendar of grant deadlines while assisting the sponsorship committee with completing grant applications

Budgeting, financial management, and nonprofit compliance

- Working with the treasurer, establish, maintain, and manage the festival's annual budget and protocols for tracking revenue and expense, and ensure the prompt paying of invoices
- Develop and support a comprehensive overview and accounting of the financial health of the organization and make periodic progress reports to the organization's leadership
- Adhere to the organization's policies regarding cash and account management
- Ensure that the organization has current and adequate insurance coverage
- Ensure adherence to bylaws, governance policies, and relevant laws and regulations

Staff supervision

- Support the organization's employment policies, and establish position expectations, objectives, and workflows for paid staff, interns, and office/administrative volunteers
- Hire, supervise, direct, and evaluate the work of paid staff, interns, and office/administrative volunteers, providing regular feedback and coaching
- Maintain a positive work environment that maximizes the engagement and retention of team members while ensuring that the executive director's own behavior and the conduct of other staff members is consistent with ethical standards and aligns with the values of the organization
- Develop and maintain appropriate human resources policies and procedures
- Maintain an effective, secure, and productive office environment, including coordination and effective communication with university staff when office repairs or safety concerns arise

Board and volunteer relations

- Ensure that the board of directors and committees have accurate and timely information to make operational, policy, and budgetary decisions
- Assist in networking and recommending prospective volunteers to fill vacant board of directors and steering committee positions.
- Assist in transition planning and training when steering committee leadership roles change
- Ensure that standard operating procedures are updated, effective, and clear to volunteers

Information management

- Ensure that accurate records are kept of board of directors and steering committee meetings and that documents are retained per the document retention policy
- Assist in the development, management and enhancement of the organization's internal and external information infrastructure and data management, data storage, and data security, including the core database system, websites, and apps
- Ensure accuracy of all data and information contained in the core database while also ensuring that sensitive information is kept confidential

- Ensure that staff and volunteers who use the core database receive appropriate training and are informed of updates and changes to the system

Marketing and community outreach

- Coordinate with the marketing committee to ensure that all content and publications are accurate, engaging, cost-effective, consistent, and are available in print and digital formats
- Assist in the development and review of all festival marketing materials
- Explore and recommend multi-channel marketing and messaging opportunities to reach TFOB audiences locally, statewide, regionally, and across the country
- Recommend and coordinate the gathering of festival survey data to ensure effective decision-making, prepare this information, and lead internal discussions
- Expand the festival's efforts to become more diverse and inclusive in connecting, engaging, and presenting opportunities for employment, community outreach, and volunteer involvement
- Ensure that outreach efforts support the mission and goals of the organization while increasing access to festival programming
- Build relationships with local media, prominent social media influencers focused on literacy, and authors to promote TFOB's brand, content, and literacy-focused messaging

Desired qualifications

- Bachelor's degree in a related field
- Demonstrated success in event and/or project management and fundraising
- Demonstrated success in working with and supporting volunteer nonprofit boards, advisory committees, sponsors, and universities or colleges
- Ability to budget and manage financial operations effectively
- Ability to work collaboratively to set and achieve goals, identify and resolve problems, and make data-informed decisions that enhance organizational effectiveness
- Ability to plan, set, and adhere to timelines and standard operating procedures
- Ability to communicate effectively internally and externally in written and verbal communication
- Comfortable and effective making public presentations and participating in media interviews
- Advanced knowledge of Microsoft Office applications, financial management software, databases, CRM systems, and digital/social media
- Ability to think strategically to anticipate and assess opportunities, risks, challenges, alternatives, and actions based on trends and changing conditions
- Marketing and media savvy

Working Conditions

- Maintain regular onsite office hours.
- Participate in pre-festival meetings and preparations, including helping staff and committees
- Occasional offsite meetings, outdoor work, and mobility around the University of Arizona campus, particularly during the week of the festival
- Meetings in-person and virtual

Benefits

- Benefits include paid time off