



Position title: Director, Kutztown Folk Festival
Supervisor: CEO and Board of Directors, Kutztown Folk Festival
Classification: Administrative, exempt, full-time

The Kutztown Folk Festival, celebrates the unique folklife, living traditions, and arts of the Pennsylvania Dutch and the broader cultural region, engaging diverse audiences with high quality food, entertainment and educational experiences for all ages. This event is the nation's oldest continuously operated folklife festival, and it has twice been voted a top three cultural festival in North America by USA Today's 10Best Readers' Choice Travel Awards.

We are seeking a strong, innovative leader, with a proven track record in event planning, to expand the footprint and scope of the Kutztown Folk Festival. This exciting opportunity requires passion, energy, and an appreciation for regional culture. The Director will work to broaden the festival's appeal while maintaining its rich history of Pennsylvania Dutch culture. This position requires planning and oversight of the annual Kutztown Folk Festival, as well as creating additional smaller events throughout the year. The Director must be able to interact effectively with multiple constituencies; provide leadership and direction in a highly independent manner; provide strong organizational skills; be an effective communicator and serve as the Festival's primary spokesperson; and must be able to handle sensitive and confidential information.

Duties & Responsibilities:

- Plan, implement and execute the Kutztown Folk Festival, as well as smaller events throughout the calendar year. This will include hiring staff, finding vendors, planning the vendor layout, as well as traffic patterns. Oversee on-site event management (infrastructure, tents, etc.)
- Collaborate with vendors, crafters, artisans, volunteers, local businesses, police, and community to ensure a successful event, and maintain those relationships throughout the year. Cultivate strong relationships in the community, both locally and regionally.
- Develop and expand the activities of the Festival as a vehicle to bolster tourism and sustainability in the greater Kutztown community and region.
- Serve as the Festival's spokesperson and oversee digital marketing and media relations efforts.
- Build corporate and media sponsorship programs.
- Other duties as assigned.

Skills, Professional Background and Abilities Required:

- Bachelor's degree preferred.
- Strong event planning (in-person and virtual), organizational and customer service skills.
- Background in marketing, digital marketing, public relations.
- Ability to meet deadlines and manage several projects simultaneously.
- Possesses outstanding interpersonal, verbal and written communication skills.
- Creativity and strategic thinking, with the ability to take initiative.
- Thorough knowledge of standard desktop software applications such as Microsoft Word, Excel, PowerPoint, Outlook, etc.
- Ability to relate comfortably to volunteers, vendors, artisans and business owners of all ages and across multiple industries.
- Night and weekend work required.

Please submit cover letter, resume, and salary requirements by March 22, 2021 to:

Kutztown University Foundation
PO Box 151
Kutztown, PA 19530
employment@kuf.org