



## LOCAL BUSINESS ENGAGEMENT TEAM MEMBER POSITION DESCRIPTION

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### ABOUT OUR ORGANISATION

Jumpers and Jazz in July Inc was formed in 2016 after the dissolution of the local tourism body Destination Southern Downs. Following a community meeting, JJJ Inc was formed as a not-for-profit organisation. The organisation consists of a management committee of up to 8 members, and four sub-committee teams (Business, Event Operations, Media/Marketing and Compliance)

JJJ Inc manages the overarching design, delivery and promotion of the festival including the Yarntopian artworks and exhibition. Warwick Art Gallery manages dressing of the CBD trees and a selection of creative fibre arts workshops. Warwick Art Gallery has the responsibility for Media/marketing/promotion of the gallery's activities in the festival program, working collaboratively with JJJ Inc where appropriate.

### VISION STATEMENT

To be Queensland's quirkiest and most vibrant hallmark winter festival.

### PURPOSE STATEMENT

To support the Southern Downs community's creative engagement and visitor economy.

### VALUES

Community	Owned and loved by the community authentically local, supporting
local Integrity	Quality public and creative arts, music and performances
Passion	For colour, creativity and community
Team	Being a team with a shared vision

*These values are the cornerstones of the Festival culture and Festival experience. They are the guiding principles for decision making and interactions of the committee, industry stakeholders, community and the festival attendees.*

## ABOUT THE FESTIVAL

Warwick's Jumpers & Jazz in July Festival is a 10-day celebration of yarn bombing and tree jumpers, live jazz, tastes of country cuisine and a program of over 100 events spanning the ten days. Known as Queensland's quirkiest winter festival, the event has been staged annually since 2004 with the exclusion of 2020 due to 'Covid 19' Pandemic. The festival incorporates almost 100 'jumped' trees, jazz performances in more than 30 venues, exhibitions, hands on workshops, wining and dining. The quirky street vibe provides a great opportunity to wander the local CBD to enjoy the trees & explore the local businesses providing warm country hospitality and great customer service.

Queensland's quirkiest winter festival has something for everyone – Jumpin' Jazz Laneway Party, Artisan Markets, Killarney Bonfire Night, Grand Automobile Display, Suitcase Rummage, Celebration of Local Flavours, Twilight Jazz n Blues in the Park and rounding out with Picnic in the Park Potter's Markets on the last day to celebrate the end of the festival celebrations.

The festival program is reviewed each year with the intention of keeping the program relevant, fresh and appealing to a wide demographic of ages and interests.

### KEY OBJECTIVES/ROLE OUTLINE:

*A Local Business Engagement Team Member Role **includes any of the following which matches your skills/time combination.** You will always be supported by the committee and be a part of a collaborative team: -*

- Develop a partnership with the Warwick and Stanthorpe Chambers of Commerce to support local business liaison and support for the festival
- Promote three-day itineraries that include the region's best natural attractions, country cafes, farm trail, wineries
- Create a campaign to showcase local eateries featuring a Festival menu item and local produce
- Work with local businesses to improve visitors' destination experience
- Work with key stakeholders to increase accommodation capacity during the Festival, especially diverse and boutique options
- Work collaboratively with the Business Development Team to achieve those key objectives where appropriate

*it is intended that these objectives will be prioritised with the Management Committee and key stakeholders to establish appropriate timelines*

## **OPERATIONAL PROCEDURES APPROPRIATE TO YOUR SKILL BASE AND TIME AVAILABLE:**

- Use JJJ Inc shared drive to ensure safe keeping of all official documentation
- Provide update for JJJ management committee meetings
- Developing letters, fact sheets and other informational materials relevant to business engagement initiatives
- Work with Management Committee, Media & Marketing Coordinator, Event Operations Coordinator, Secretary and Treasurer as appropriate
- Collaborate closely with the Business Development Team as key members of the Business Subcommittee

## **SCOPE OF THE ROLE:**

The Local Business Engagement Team will oversee all matters relating to local business engagement. Local Business Engagement Team will be the main point of contact with local business and relevant key stakeholders.

**STATUS: Should you wish to take on a Co-Ordinator Role within this scope of responsibility, you may be nominated to a Management Committee position.**

**Please note:** All positions in the Management Committee and various Sub-Committees are voluntary roles and require a minimum 12 month commitment.

- All committee members must be financial members of JJJ Inc and complete a current membership form and fee requirements.
- All committee members should have capacity to attend the majority of Strategic Management Committee meetings
- Time commitment may vary in accordance with the Local Business Engagement initiatives that are created. Hours are flexible recognising that there will be peaks and ebbs throughout the year. There is an expectation that this role will be available to liaise with local businesses during the festival where required.
- ***Further responsibilities for Management Committee Member will be supplied to you along with a full discussion to ensure this is a right fit for you.***

## **WHAT YOU WILL GAIN:**

- Increased knowledge about the Jumpers and Jazz in July festival and how it works
- Increase your own personal skill sets OR enjoy the ability to use & share the skills you already have
- Opportunity to work with an inspired and passionate team of volunteers who hold the integrity and the value of the festival
- Be an integral part of increasing the social and economic capacity of the Southern Downs region
- Great sense of achievement and personal satisfaction as a member of the team that delivered a very successful 10 day festival

## **EXPRESSION OF INTEREST:**

Expressions of interest for this role may be submitted to the Strategic Management Committee via email ([jumpersandjazzinjuly@gmail.com](mailto:jumpersandjazzinjuly@gmail.com)) or if you wish to have a discussion about whether this position suits you please email to request a friendly conversation with a committee member/s.