



## **Business Development Team 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 the '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 OBJECTIVE/ROLES OPPORTUNITIES:**

A Business Development 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 merchandise strategy that involves creation of a range of quirky and quality merchandise and CDs of participating bands that can be sold online year-round and at multiple outlets at the Festival
- Explore strategies outlined in the Strategic Revitalisation Plan(provided on request)
- Work collaboratively with the Local Business Engagement Team:
  - Develop a 'buy local' policy and support the "Passport" Project
  - Encourage creative participation by local businesses and engender a positive and more profitable presence at the Festival
- Work with key stakeholders to increase accommodation capacity during the festival, especially diverse and boutique options
- Work with the Strategic Management Committee to increase "owned revenue streams" to increase financial viability of the festival
- Follow up and support Festival sponsors to ensure all benefits are activated, invitations and thank you correspondence are activated in a timely manner

## **OPERATIONAL PROCEDURES:**

- Updating and maintaining all approved business initiatives using JJJ Inc shared drive to ensure safe keeping of all official documentation
- Provide approved reporting as outlined below
- 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 per outlined in Key Responsibilities
- Collaborate closely with the Local Business Engagement Coordinator as key members of the Business Subcommittee

### **SCOPE OF THE ROLE:**

The Business Development Team will oversee all matters relating to business development, sponsorship, merchandising and explore strategies to increase “owned revenue streams” to increase financial viability of the festival

Business Development Team is the main point of contact for merchandising, income growth, entrepreneurial opportunities, sponsorship

**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 Business Development 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 key stakeholders/sponsors during the festival where required.

***Further responsibilities for a 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.