



Position Name: Morning Glory Art Fair Director

Date: 9/30/21

Part-Time, year-round

Description: Located on Milwaukee's iconic Fiserv Forum Plaza, the Morning Glory (MG) Art Fair is a nationally ranked fine craft show exhibiting nearly 140 artists. The MG Director is the key event professional, creating a welcoming artist and visitor experience through overseeing the development of the yearly event. The MG Director works with the MG Committee in event planning and execution and the WI Craft Board in achieving yearly profit and growth goals.

Core Responsibilities:

- Manage, negotiate and administer contract with location provider and food vendor(s) (Fiserv/Bucks) assuring all aspects of the contract are adhered to by all parties related to MG committees.
- Review and adjust Art Fair timeline and duties before the start of the new show planning process to assure it is updated from previous year's activities. Suggests improvements and documents all processes.
- Manage ZAPP show application process.
- Assists the MG Committee on choosing jurors according to show objectives, and assures the jury process is completed in the established timeline.
- Runs MG Committee meetings including documentation and assignment of roles/tasks. Follow through on tasks.
- Works with MG Committee on volunteer assignments and recruitment.
- Liaise with WI Craft Marketing Chair on branding, marketing plan, social media, and media relations.
- Establish and administer all show related events, on-site and off.
- Create and monitor the show budget for profitability goals.
- Present ongoing reports to WI Craft President.
- Other responsibilities that arise over the course of the job in cooperation with the MG Committee and WI Craft Board President.

Reports to: WI Board President

Coordinates with: Board President and members, Treasurer, Site/Location Facility Representatives, and all MG committee leaders

Skills required:

1. Prior experience/knowledge of running a large consumer event, Art Fair experience desirable.
2. Organized/detail oriented
3. Excellent written and oral communication skills
4. Brings a keen sense of urgency
5. Understands artists/exhibitors, volunteers, and consumers needs
6. Budgeting
7. Contract Negotiations
8. Show software and Microsoft skills
9. Ability to juggle multiple people and tasks
10. Proven leadership

Time expected monthly: Year-round responsibilities, with the balance of work in the spring and summer months prior to August fair date.

Approximate meetings per year: Monthly Committee Meeting and various outreach/subcommittee meetings as needed associated with tasks and other duties. Meetings were all virtual in 2021.

Compensation: Contact info@wisconsincraft.org for details