

# **WARREN WILSON COLLEGE**

## Position Description

**POSITION TITLE:** Director, The Swannanoa Gathering

**DEPARTMENT:** Swannanoa Gathering

**REPORTS TO:** Vice President for Administration and Finance

### **POSITION SUMMARY:**

Plans, promotes, and implements a summer program of week-long workshops in selected areas of the folk arts. Also responsible for the promotion of concerts throughout the year.

### **SPECIFIC RESPONSIBILITIES:**

1. Develops the program of instruction for each week, and the overall thrust and character of the event.
2. Recruits and hires staff.
3. Develops and disseminates promotional materials including a newsletter, catalog, flyers and advertisements in the printed and electronic media.
4. Plans, arranges for and supervises all logistical concerns related to the staging of the works shops and its attendant public events.
5. Designs, selects, and acquires promotional merchandise and other materials.
6. Fills in as an instructor, sound technician, or whatever the situation may require for the smooth running of the event.
7. Acts as national spokesperson for the Swannanoa Gathering and the College at performances, conferences and other public appearances.
8. Performs other related duties, as necessary.

### **WORKING CONDITIONS:**

Works evening and weekend hours as necessary, especially during summer program.

### **QUALIFICATIONS:**

1. Broad general knowledge of various styles of folk music and related arts; professional musical ability and experience highly preferred.
2. Effective organizational skills, with the ability independently plan, organize, integrate and conduct a number of time-dependent projects simultaneously.
3. Good computer skills, including familiarity with databases, desktop publishing and electronic graphic design.
4. General knowledge of printing and photo reproduction processes.
5. Superior communications skills, in person, in print, and by telephone. Must be an effective and entertaining group speaker.

6. Good people-management skills.
7. Good logistical skills; ability to resolve problems creatively and effectively; experience with event presentation preferred.
8. Be willing to assume additional responsibilities for related campus events and functions.

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Employee's signature

Date

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Supervisor's Signature

Date