



Event & Festival Manager

Full-time, exempt (40 hours per week)

Organization:	U District Partnership
Job Title:	Event & Festival Manager
Reports to:	Executive Director
Position Type:	Full-time, Exempt
Timing:	40 Hours Per Week
Compensation:	\$79,000 - \$93,000

About The U District Partnership

The [U District Partnership](#) (UDP) is a nonprofit 501(c)(3) organization with a mission to serve all who work and live in or visit Seattle's University District by fostering and sustaining a vibrant, diverse, and healthy neighborhood. As an advocate and steward for the neighborhood, UDP provides services in the following program areas: Economic Development, Placemaking and Urban Planning, Cleaning, Public Safety, Homeless Outreach, Marketing, and Events. In addition to grants and sponsorships, UDP is partially funded by the U District Business Improvement Area (UDBIA) fund, which was reestablished by City ordinance in 2020.

The U District Partnership (UDP) is an Equal Opportunity Employer. We celebrate diversity and are committed to creating an inclusive environment for all employees and participants. UDP encourages all interested persons to apply regardless of age, race, ethnicity, religion, sexual orientation, gender identity or expression, national origin, veteran, or disability status.

About the Event & Festival Manager Position

As the incoming Event & Festival Manager, you will join an organization that has a hundred-plus-year history of producing U District community festivals and is one of Seattle's leading producers of large public events. You will have the opportunity to call on your years of experience, skills, and enthusiasm to build and sustain an annual roster of exceptional public events, festivals, and promotions that appeal to the region and highlight and draw awareness to the unique and amazing attributes of Seattle's University District.

As a key member of our organization, you will also have the opportunity to conceptualize, plan, and execute new events and will be responsible for overseeing the entire lifecycle of each event, from ideation to post-event analysis. You will excel in this role because you are organized, self-directed, and energized by other people and variety, and thrive in a team

environment. Below you will find an overview of the essential functions and responsibilities of this role.

Manage and Evolve Current U District Event Roster

The primary function of this role will be to plan, execute, and continually evolve our four existing events throughout the year. While the four events described below constitute the current universe of U District events, there may be opportunity to conceptualize and develop new promotions or events in the future.

- *U District Street Fair* – As one of Seattle’s largest outdoor festivals, the U District Street Fair is credited with being the longest-running street fair in America and will return in 2024 to celebrate its 53rd anniversary. Each year this event closes ten city blocks for two full days, filling the streets with over 250 arts and crafts vendors, outdoor stages, live art demonstrations, and international cuisine. UDP contracts with Bold Hat Productions to produce the event, which attracts over 50,000 people and kicks off the event season each summer during the third weekend of May.
- *U District \$4 Food Walk* – This annual one-day event has grown and evolved over the past decade and is designed to highlight the 120 unique restaurants in the U District for the region, while also providing a vehicle for new and returning students to explore and become familiar with U District food options at an accessible price point. The event closes several blocks on University Way NE and includes outdoor entertainment.
- *U District Cherry Blossom Festival* – This two-week promotional event was launched in 2022 and is designed to promote and draw attention to the many U District businesses during the bloom of the University of Washington’s historic cherry trees that attract tens-of-thousands of people in late March and early April.
- *Seattle Boba Fest* – With over 25 bubble tea cafes, the U District represents the Northwest’s largest concentration of boba establishments. This event aims to draw attention to this unique Taiwanese beverage tradition for the region by hosting a one-day promotional event that encourages people of all ages to explore the variety of cafes and styles here in the neighborhood. This event will return for its third year at the end of April.

Key Roles and Responsibilities

As the incoming Event and Festival Manager, you would be joining a strong team of managers that regularly collaborate across lines of business. The following roles and responsibilities are key components of this position.

- *Strategic Planning* – You will oversee the development and implementation of a comprehensive event and festival strategy that builds unique and compelling experiences for each event while ensuring alignment with organizational and community goals.
- *Project and Budget Management* – You will be responsible for leading the planning and execution of all existing U District events, festivals and promotions. This includes conceptualization, the development and oversight of event timelines and budgets, as well as the careful management of resources to ensure seamless delivery and high-quality experiences. You will also conduct thorough post-event evaluations, gathering feedback and data to continuously improve processes and outcomes.
- *Sponsorship Development and Stewardship* – You will support sponsorship asks and engagement including prospect research and communications along with managing sponsor relationships and ensuring the fulfillment of contracted benefits.
- *Innovation and Creativity* – You will bring fresh and innovative ideas to the table, incorporating new partnerships and creative elements to enhance event experiences while understanding the attendee’s journey to ensure a high quality experience at every event touchpoint. You will also work closely with UDP’s Marketing Manager to develop event collateral and promotional materials.
- *Production Team Management* – You will bring your years of experience to successfully manage strong relationships with event production teams and outside contractors. This will include the scoping and overseeing of contracts, as well as recruiting and managing interns and volunteers as needed.
- *Vendor Recruitment and Stewardship* – For events and festivals, you will oversee and manage the recruitment, advancement, and participation of all event vendors and program partners — including arts and crafts vendors, entertainment groups, and U District small businesses.
- *Stakeholder Collaboration* – You will also be successful in this role by building and maintaining strong relationships with internal teams, sponsors, vendors, and community stakeholders to ensure successful collaboration and execution of events.

Core Competencies & Qualifications

As a strong candidate for this position, you likely have the following core competencies and qualifications.

- *Experience* - A minimum of 5 years in event management or event-related management experience, with a proven track record of successfully delivering large-scale events and festivals.

- *Communication* - Exceptional interpersonal, verbal, and written communication capability, with the ability to build and maintain relationships at all levels.
- *Organization* - Exceptional organizational skills with a keen attention to detail, and ability to successfully multitask and manage multiple deadlines as necessary.
- *Strategic Thinking* - Ability to think strategically and align events with community, public, and organizational objectives.
- *Creativity* - Strong creative thinking and problem-solving skills to enhance the overall event experience.
- *Leadership* - Demonstrated ability to lead and inspire event production teams, with strong decision-making and problem-solving capabilities.
- *Flexibility* - Adept at managing multiple priorities in a fast-paced environment, with a flexible and adaptable mindset. Ability to work the occasional weekend or in the evenings to lead festivals and U District promotions.
- *Customer Service* - Proven experience providing excellent customer and constituent services across diverse stakeholder groups
- *Budgeting* - A proven track-record of successfully managing large and dynamic event budgets.
- *Technological Proficiency* - Ability to use Google Workspace and Microsoft Office, along with familiarity with event software programs and services—proficiency with Adobe Creative Suite is a plus.

Compensation & Benefits

- Salary range: \$79,000 - \$93,000 (depending on experience)
- Employer-paid medical and dental
- Paid time-off
- Employer-paid ORCA card
- Retirement plan with 3% employer match
- Life and disability insurance

How to Apply

If you're an eager and talented event professional looking to take on a leadership role and make a community-significant impact, we invite you to apply and be part of our dynamic team. Please send your resume with a cover letter to: don@udistrictpartnership.org by **Monday, December 11th at 5:00 pm**. Please include the following information **“Event & Festival Manager - Your Name”** in the subject line and ensure that all attachments are sent as PDFs, each labeled with your name.