

# MMOCA VOLUNTEER POSITION DESCRIPTION

Title	<b>Creative Demonstrations Coordinator</b>
Event	2019 MMoCA Art & Gift Fair
Location	MMoCA (and the Overture Center for the Arts during the fair)
Reports to	Annik Dupaty, Director of Events & Volunteers
Goal	Coordinate and schedule creative demonstrations to engage patrons and attract more people to the MMoCA Art & Gift Fair. Help MMoCA grow attendance!

## GENERAL POSITION DESCRIPTION

Creative demonstrations are intended to be a fun and festive part of the MMoCA Art & Gift Fair, a fundraiser for the Madison Museum of Contemporary Art. These creative demos are meant to round out a fairgoer's experience, help them feel they've received a greater value for their admission, and create balance between free experiences included in the admission ticket price (beyond live entertainment), and making purchases of art, gourmet foods and specialty gifts.

A volunteer is needed to coordinate all of the fair's creative demos leading up to and during the event.

**This position offers an exceptional experience in planning and executing one critical part of a popular, profitable fundraising event.**

## SPECIFIC TASKS

- **Communication.** Regularly communicates with MMoCA Development staff from September-November (weekly update emails + data entry in shared spreadsheet + monthly meetings).
- **Prospecting.** Using personal/business contacts, research, and supplied prospects, develops a list of potential creative demonstrators to reach out to.
- **Planning.** Takes lead on all pre-fair planning and logistics for creative demonstrations (while coordinating with MMoCA's Director of Events & Volunteers).
- **Scheduling.** Creates and finalizes a demo schedule for all participants/demonstrators for both Saturday and Sunday of the fair.
- **Copy Writing and Image Organizing.** Gathers information and images/logos from all participants/demonstrators to write demo descriptions for print and social media posts.
- **Being Present and Greeting Demonstrators.** Manages every detail of the creative demonstrations during the weekend of the fair (Saturday and Sunday), and therefore must be present during all hours of the fair itself including set up and tear down hours on Friday and Sunday evenings.
- **Physical Set Up.** As needed, helps demonstrators transport and/or set up tables, signage, product, and displays. Also delivers materials as needed to demo stations.
- **Greeting and Encouraging Participation.** Warmly welcomes demonstrators during the fair, and guides them to demo stations. Informs fairgoers about demos and verbally encourages participation.
- As needed, creates checklists, timelines, schedules, and a social media marketing plan.
- **Represents MMoCA** to the public in a friendly, welcoming, professional manner at all times.

**CONTINUED ON NEXT PAGE - SPECIFIC TASKS...**

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	<ul style="list-style-type: none"> <li>• <b>Drafting letters and organizing supplies post fair.</b> Drafts thank you letters and organizes supplies, spreadsheets, etc. following the event.</li> <li>• <b>Writing event summary</b> (what went well, what could be better, new ideas for types of demos, prospects, etc). Participates in post-fair evaluation meeting to make improvements for the following year.</li> </ul>
<b>REQUIREMENTS/QUALIFICATIONS/SKILLS</b>	
	<ul style="list-style-type: none"> <li>• Ability to work well with a team</li> <li>• Comfortable using spreadsheets</li> <li>• Detail oriented and organized</li> <li>• Creative and upbeat</li> <li>• Open to feedback and flexible</li> <li>• Available to work the entire fair weekend (Friday-Sunday)</li> <li>• Customer service experience is helpful</li> <li>• Ability to problem solve and think creatively under pressure</li> <li>• Ability to occasionally lift and move materials weighing up to 25 lbs.</li> <li>• Ability to organize and prioritize multiple tasks while meeting deadlines</li> </ul>
<b>TIME COMMITMENT</b>	
	<ul style="list-style-type: none"> <li>• <b>Approximately 2 hours per week: September - November</b> (<i>of these hours, only 2 hours per month need to be completed at MMoCA, T-F between 9:00am-5:00pm, the rest can be remote if desired</i>)</li> <li>• <b>Must also be available:</b> <ul style="list-style-type: none"> <li>○ Entire weekend of the fair: <ul style="list-style-type: none"> <li>▪ Friday, November 15 (1 hour sometime between 4-8pm)</li> <li>▪ Saturday, November 16 (8:00am-6:00pm)</li> <li>▪ Sunday, November 17 (9:00am-4:30pm)</li> </ul> </li> </ul> </li> </ul>
<b>BENEFITS TO VOLUNTEER</b>	
	<ul style="list-style-type: none"> <li>• Experience working in a museum's administrative office and development department</li> <li>• Experience organizing part of a large fundraiser</li> <li>• Experience with nonprofit fundraising/development</li> <li>• Experience coordinating event logistics</li> <li>• Experience liaising with event participants</li> </ul>