

Executive Director of Programming & Show Experience

(Reports to Show Runner) – Contract Position or Volunteer.

Operational Parameters & Management Scope – Executive Leadership Position –

1. Core Departments Managed

This position provides strategic oversight for all **programming divisions, creative content, and attendee experiences** at GeekFest West. The Executive Director of Programming serves as the *Show Runner* — ensuring every schedule, event, and production across all departments aligns with the brand, mission, and vision of the convention.

Department	Description	Sub-Leads / Key Roles
Director of Programming for Cosplay & Celebrity Experiences	Oversees guest signings, workshops, cosplay contests, and artist coordination.	Cosplay Lead, Artist Coordinator
Gaming & Developer Director	Manages all tournaments, LAN/BYOPC, indie showcases, and game-related panels.	Esports Manager, Indie Dev Liaison
Director of Evening & Main Event Experiences	Produces after-hours, upsell-ticketed, and adult-friendly programming.	Evening Events Producer, Talent Coordinator
Director of Core GeekFest West & Main Event Experiences	Produces ceremonies, headline shows, and flagship event content.	Main Stage Producer, AV Lead
Workshops, Panels, & Education	Manages daytime workshops, creator talks, and fan-led sessions across multiple tracks.	Panel Coordinator, Moderator Team

2. Decision Authority Parameters

This person has the highest creative and operational control over programming within established budgetary and policy limits:

Area	Authority Level	Notes
Programming Strategy & Vision	Full authority to set programming direction and event tone for GeekFest West.	Aligns with Foundation and Board goals.
Director Oversight	Supervises and approves work of all programming-related Directors.	Can delegate tasks and redistribute responsibilities.
Event Scheduling & Structure	Ultimate authority over all festival-wide scheduling and time-slot allocations.	Coordinates with Operations to resolve conflicts.
Content Approval	Final sign-off on all panels, performances, and special events.	Ensures compliance with brand and code of conduct.
Budget Allocation (Programming)	May recommend budget changes and program funding.	Finance must approve final amounts.
Volunteer Leadership	Can recruit, appoint, and remove volunteer leads or area directors.	Must document personnel changes with HR/Board.

3. Performance & Success Metrics

Performance is measured on overall **event cohesion, creative quality, audience engagement, and leadership effectiveness.**

Metric	Target Example	Source
Total Programming Output	200+ scheduled sessions across all tracks	Master Schedule
Cross-Department Alignment	100% schedule synchronization	Leadership Reports
Attendee Satisfaction (Programming)	90%+ positive feedback	Post-Event Surveys
Director Reporting Compliance	100% of Directors submit pre- and post-event reports	Quarterly Checkpoints
Operational Punctuality	All stages and rooms start within 5 minutes of scheduled times	Ops Logs

4. Pre-Event Planning Milestones

Timeline	Milestone	Deliverable
January 2026	Meet with Programming Division Directors and finalize departmental scopes.	Updated org chart and leadership commitments.
Feb 2026	Launch all programming submission portals (panels, gaming, workshops, developers).	System activation and public announcement.

Timeline	Milestone	Deliverable
Feb 21st 2026	Review and approve draft programming grids from all Directors.	Unified Version 1 Schedule.
March 1st 2026	Approve final combined event schedule and interdepartmental overlaps.	Final Master Programming Grid.
June 15th 2026	Sign off on public release of the full schedule, signage, and printed guides.	Marketing-approved content.
Event Week	Oversee total festival operation, resolve conflicts, lead show command.	Daily summary reports and closing review.

5. Interdepartmental Interfaces

This executive collaborates across all departments and serves as the **creative control hub** for the convention:

- With **Operations Director**: Venue logistics, room configurations, and show flow.
 - With **Marketing Director**: Public release of programming schedules and guest promotions.
 - With **Finance Director**: Budget oversight, spending authorization, and cost reviews.
 - With **Vendor Relations Director**: Integration of vendor activations into the programming grid.
 - With **Board of Directors / President**: Reporting on progress, metrics, and event execution.
 - With **Volunteer Coordinator**: Leadership staffing and interdepartmental coordination.
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6. Out-of-Scope Boundaries

To maintain strategic focus and avoid duplication:

- No authority over vendor contracts, exhibitor sales, or sponsorship deals.
 - Does not manage facility rental or insurance contracts.
 - Cannot alter brand or marketing visuals without Marketing approval.
 - Does not process or approve payments directly (Finance handles execution).
 - Not responsible for ticketing, concessions, or merchandise sales.
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7. Documentation & Reporting

- Must maintain a **Master Programming & Event Grid** (Zoho / Excel) integrating all departmental schedules.

- Submit **quarterly progress reports** to the President or Board.
- Deliver a **Post-Event Executive Report** summarizing attendance, outcomes, and recommendations for the next year.
- Archive all programming data and maintain institutional continuity for future planning.