MANAGER OF EVENTS

Position mandate

- Attract, develop, and support major events in Nova Scotia that align with the Events Nova Scotia Event Strategy and foster creativity, sport, and cultural development for the DEANS region.
- Build capacity in event hosting, encouraging volunteering and skill development.
- Promoting major events, attracting new visitors and new money to community.

Position Overview:

The Manager of Events will be a contracted employee with DEANS and work closely with the DEANS and Events Nova Scotia teams.

The position will;

- Create opportunities to secure major events to the area.
- Work with regional and local event organizers to build event hosting capacity.
- Create a volunteer plan focusing on skills development and further development and usage on the volunteerns.ca database
- Attend meetings and conferences as they pertain to the position.
- Work with regional and local organizers to build sustainability and retention plans for plans for the long-term success of their events.
- Work with steering committees to implement and execute the regional events strategy.
- Liaise between Events Nova Scotia and the local community.
- Create revenue streams for major events.
- Create weekly and monthly work plans.
- Research and follow up on event opportunities for the region.
- Develop a communication plan for delivering Events Nova Scotia message to the local community and their message back to Events Nova Scotia.
- Develop a calendar of events for the region.
- Build teamwork and communication throughout the regional events industry.

Reporting structure

- This position will forward a monthly written report to the DEANS Managing Director. Additional Information or documentation may be required.

Education and Expectations

- Completion of a post-secondary education in Marketing, Public Relations, or Event Management.
- Minimum of 5 years' experience in event management.
- Knowledge and experience in policy and planning.
- Knowledge of events industry within the DEANS region.
- Familiarity with revenue generation opportunities.
- Demonstrated superior interpersonal, networking and relationship building skills.
- Demonstrated experience in community engagement.
- Familiarity with board governance would be considered an asset.
- Experience in major event hosting would be considered an asset.
- This position will be based in Pictou County.

Goals and Measurement

- Events Strategy executed.
- Major event(s) confirmed.
- Increased community engagement.
- Event organizers have clear, concise board governance in place.
- Revenue generated for a sustainable events position

Budget and Timeframe

- This position will commence September 19, 2022, until August 31, 2025.
- Competitive contract salary will be negotiated with successful applicant at time of job offer.
- Travel and matching 5% per annum RRSP contribution.