

Town of Wasaga Beach
JOB DESCRIPTION



Department: Recreation, Events & Facilities	Division: Events
Effective Date: June 1, 2016	Revision Date: April 2, 2019
Approved By:	Wage Range: \$24.62 - \$28.81 (2018 rates)
Hours of Work: 40 Hours/wk; varied shifts	Value Group: 4

JOB TITLE:

Special Events Programmer (Contract)

REPORTS TO:

Senior Special Events Coordinator

SUBORDINATE POSITIONS:

None

JOB PURPOSE:

The Special Events Programmer is responsible to research, seek-out and introduce special events for the Town of Wasaga Beach, focused on attracting visitors and tourists for multiple days. This will involve developing relationships and working with special event promoters and organizations to attract events to Wasaga Beach throughout all seasons that contribute to enhancing the tourism economy of Wasaga Beach. Additionally, the position will provide assistance to the Special Event Coordinators with all events ensuring they are safe, efficient and relevant, as well as effectively marketed to maximize participant numbers.

TASKS:

% of Time

1. Event Research and Development

50%

- Working with Senior Special Events Coordinator and Economic Development Officer to establish goals for hosting events during all four seasons, with emphasis on the prime summer season as well as spring and fall with consideration of all opportunities and constraints that exist in Wasaga Beach;
- To research different and original events that would offer opportunities to residents and businesses within the community;

- To attend relevant trade shows and meet with event promoters to promote the opportunities the Town has to offer;
- Along with the Economic Development Officer, to review and report the results of the research and establish a plan to pursue events that meet the Town's tourism development requirements;
- In collaboration with the Senior Special Events Coordinator, to review and support solicited and unsolicited event proposals to determine if they meet Council's goals;
- To create events that align with Council's tourist event goals.

2. Event Organization and Logistics 15%

- Liaise with internal and external event coordinators assisting with event logistics with internal departments including supporting requirements for logistical meetings to determine services needed to host the event, i.e. finalize requirements of event applications and contracts;
- Support external approval authorities to ensure that the approval process works smoothly;
- Attend and work at events either for full duration of event or to "check in" and support internal events as required on evenings and weekends;
- Assist with onsite event issue resolution, including: power failure, no water, weather related problems (ie. call the electrician when hydro fails, call MNR if event site has no garbage cans).

3. Shared Organizer of special events: 10%

- Supporting the Special Events Coordinators, share responsibility for special events;
- Support coordination of venue, supplies, volunteers (as noted above), food, etc. Arrange these items with outside service providers as required. Call to arrange delivery and set up of tents, port a potties, etc.;
- Assisting Special Events Coordinators with all community based events as required.

4. Event Marketing 10%

- In consultation with the Senior Special Events Coordinator, manage social media pertaining to new events;
- Assist with the preparation and distribution of media releases where required regarding upcoming new events;
- Assist in the advertising of upcoming new events – newspaper, website, prepare posters, social media, etc.;
- Poster distribution as required.

5. Event Proposal Review and Recommendation 10%

- Disseminate application and information to potential event organizers;
- Review event approval process with organizers;
- Review applications for accuracy and ensure organizers understand application;
- Obtain reference checks for organizers;
- Arrange event organizer delegations for GG as required;
- Support application requirements and communicate with outside agencies (OPP, MNR) about potential events as required.

6. Website Maintenance/Special Duties

5%

- Update the special and community events section of the Town website;
- Ensure the Town’s event calendar remains up-to-date;
- Other duties as assigned.

QUALIFICATIONS / EDUCATION:

- Completion of a post-secondary degree or diploma in Event Management, Marketing or related field, with minimum of two (2) years relevant experience preferred; or significant related experience gained in the field of Event Management;
- Experience in coordinating and working with volunteers in the delivery of events;
- Excellent leadership skills with an ability to communicate effectively with all levels of staff, elected officials, the business community and general public;
- Excellent written and verbal communication, report writing, analytical, conflict resolution and project/time management skills;
- Able to lead and work as part of a team;
- Strong computer skills utilizing Microsoft Word and Outlook;
- Ability to work a variety of shifts including: day, evening, weekend and statutory holidays’ and assume a flexible work schedule;
- Valid class G Ontario drivers license with an appropriate drivers abstract and criminal records check.

PROFESSIONAL DESIGNATION:

- Diploma or Certificate in Event Management considered an asset.

EXPERIENCE:

One (1) year previous related job experience, one (1) year on the job, two (2) years total relevant experience.

ACKNOWLEDGEMENT OF RECEIPT:

Employee (please print name & sign)

Date

HR/Manager (please print name & sign)

Date

Department Head (please print name & sign)

Date