

POSITION AVAILABLE: EVENTS & STRATEGIC INITIATIVES MANAGER



Position:	Events & Strategic Initiatives Manager
Position Type:	One-year contract, with possibility of renewal to full-time
Reports to:	Chief Communications & Marketing Officer (CCMO)
Location:	Remote from home in Canada (National office is based in Montreal; CCMO is based in Toronto)
Experience:	Minimum 8 years
Application Deadline:	April 16, 2021
Start Date:	May 3, 2021

Our Mission

As the longest trail network in the world, the Trans Canada Trail connects Canadians and visitors to nature and to one another, from coast to coast to coast, through accessible and inclusive outdoor activities. Through collaboration and partnerships, we build, maintain and steward Canada's national trail – a unique collection of urban and rural trails.

The Opportunity

This is an exciting opportunity to join the organization in a newly created role, reporting to the Chief Communications & Marketing Officer, as Events & Strategic Initiatives Manager. You will be responsible for creating, defining, managing and executing all TCT events. As part of our new strategic plan, you are instrumental in creating exceptional and dynamic experiences for Canadians on the Trail, and creating opportunities for new sponsors, donors and partners to get involved. In 2022, Trans Canada Trail will also be celebrating 30 years – a wonderful opportunity to celebrate this iconic Trail. The ideal candidate is an entrepreneurial and creative thinker who also loves managing and executing large-scale national events and new initiatives.

Key Responsibilities

Event Ideation & Strategic Planning

- Work with the senior management team, and other TCT staff, to ideate, brainstorm, scope, and evaluate new event ideas that are aligned with our organizational goals
- Develop event evaluation criteria framework and process
- Prepare event plans, including action plans, KPIs, budgets and resources to be presented for senior management approval
- Supporting the CCMO in managing new strategic alliances and community partner relationships
- Create third-party event framework in consultation with fundraising team
- Develop new opportunities for sponsors and donors to get involved in all TCT events
- Develop new Trans Canada Trail signature event idea in addition to the Great Canadian Hike
- Develop new 30th Anniversary strategy for 2022

Project Management & Event Execution

- Advise on special event management methods, techniques, industry trends and best practices
- Project manage all TCT signature events, including the Great Canadian Hike; any fundraising or third-party events; community or trail partnership events; as well as donor or volunteer recognition events
- Manage and execute all event logistics (venue, registration, AV, travel, catering, invitations, etc)
- Work with the creative services team to fulfill branding and promotional objectives
- Manage all event vendors and suppliers, developing agreements and contracts
- Support the fundraising team in developing event sponsor proposals and fulfilling sponsor activations at events
- Monitor and communicate progress of events to senior management and partners
- Track and capture data of event participants and attendees in our CRM (Salesforce)
- Conduct all event analytics, post-mortem reports, cost analysis, and event impact reports

Administration

- In consultation with the Chief Communications & Marketing Officer, establish annual work plan objectives and tactics
- Provide accurate and detailed financial reporting (forecasting, invoicing, and tracking expenses)
- Schedule meetings, prepare briefing materials, set agendas, and develop summary notes
- Ensure contracts, agreements and other financial considerations conform to the organization's ethical and financial guidelines
- Other duties as assigned

Qualifications & Skills Required

- Minimum 8 years' experience in a similar events management position
- Collaborator, influencer, and excellent relationship builder
- Excellent project manager with exceptional attention to detail
- Proven event fundraising experience
- Problem solver and confident decision-maker
- Ability to think both strategically and tactically
- Experience launching new events
- Experience with outdoor events in nature
- Entrepreneurial mindset that fosters resourcefulness, creativity, team work and innovation
- Strong written and verbal communication skills
- Digital event experience
- Bilingual (English/French) an asset
- Experience working at a charitable organization, with lean resources
- Ability to work autonomously in a remote environment
- Excellent knowledge of Microsoft Office Suite (Word, Excel, PowerPoint)

Commitment to Diversity & Employment Equity

We are committed to equity in our policies, practices and programs, supporting diversity in our work environment, and ensuring that applications for members of underrepresented groups are seriously considered for all positions. All qualified individuals who would contribute to the further diversification of the TCT community are strongly encouraged to apply.

We are committed to ensuring that our internal policies, practices and systems are free of barriers, emphasize the value of diversity, and promote full participation to ensure dignity, respect and equal access for all employees. Through our processes and practices, we are working to eliminate barriers to employment for people who are usually underrepresented in Canada's workforce – Indigenous people, people of colour and people with disabilities.

How to Apply

Please submit your resume, cover letter and salary expectations in confidence to:

Email: communications@tctrail.ca

Attn: Public Relations & Communications Manager

Application deadline: April 16, 2021

Only those candidates selected for an interview will be contacted. We thank all applicants for their interest in working at Trans Canada Trail.