

UPTOWN WATERLOO BUSINESS IMPROVEMENT AREA

JOB DESCRIPTION:	EVENTS & OUTREACH MANAGER
Reports To:	Executive Director
Type:	Contract – One (1) Year, 40 hours per week
Salary:	TBD

ORGANIZATION OVERVIEW:

Formed in 1972, the UpTown Waterloo Business Improvement Area (BIA) is a committee of the City of Waterloo's Council responsible for the organization, physical improvement and economic development of the UpTown business area. As an independent, non-profit organization, we are led by a volunteer Board of Directors comprised of business and property owners, persons voted in by rate-paying member(s) and member(s) of Waterloo Council.

JOB DESCRIPTION:

Reporting to the Executive Director, the Events & Outreach Manager will coordinate and lead UpTown Waterloo BIA events and provide communication and membership engagement for UpTown Waterloo BIA businesses. The Events & Outreach Manager also provides support to the Executive Director, Board of Directors and operating committees as required.

RESPONSIBILITIES:

Outreach & Communications

- Assist the Executive Director with membership engagement
- Work with the Executive Director on communication and outreach plans for UpTown businesses
- Coordinate external communications regarding current events, construction, road closures, streetscape improvements etc.
- Assist UpTown businesses in planning individual events
- Staff support to Advocacy Committee
- Attend Festival and event meetings specific to the UpTown core
- Assist with the management of Business Directory master files
- Represent the BIA at community events

Event Management

- Coordinate special events including but not limited to; flagship events such as Comedy Festival, Jazz Festival, Buskers Festival as well as the Oktoberfest Barrel Race, Chili Cook-off, Thursday Nights UpTown, Winterlicious, Spotlight Waterloo
- Ensure effective Christmas programming
- Coordinate membership meetings, seminars, networking events
- Liaise with the City of Waterloo on events and initiatives such as: Campfire, Culture Days, Final Fridays, Lumen, Open Streets, New Year's Eve, St. Patrick's Day, Sausagefest, National Indigenous Peoples Day, Solstice Sampling
- Assist with social media

Education, Experience and Personal Characteristics

A visionary and results oriented person, the Events & Outreach Manager will be a passionate UpTown Waterloo champion with a clear understanding of the role of the UpTown Waterloo BIA. Our ideal candidate will have qualities that enhance the credibility, trust and good relations that the BIA has worked hard to develop and maintain since 1972.

Administration

- Assist with Board and/or committee meeting administration as required
- Provide administrative support to the Executive Director

Perform other related duties as assigned by the Executive Director

WORKING HOURS AND CONDITIONS:

Staff members are expected to work during the hours that the office is open – 9:00 am to 5:00 pm, Monday to Friday. These hours can be flexible based on Executive Director approval. Hours may be irregular at busy times such as the run-up to an event launch or during an organizational audit. Staff may also be asked to attend events, conferences and networking events in the evenings or on the weekend. Lieu time may be accumulated for future use as approved by the Executive Director.

QUALIFICATIONS

- Ability to take personal initiative and work independently as a productive and supportive team member
- Strong event management skills
- Ability to multi-task in a fast-paced environment with a proven ability to manage a broad workload
- Demonstrated interpersonal skills through working effectively and communicating with a variety of different audiences including volunteers, community leaders and businesses
- Excellent communication skills, both oral and written
- Ability to take initiative and demonstrate a flexible approach to new tasks
- Strong organizational skills in planning and completing projects by agreed deadlines; high attention to detail and accuracy
- Excellent working knowledge of computers (MS Word, EXCEL, PowerPoint etc.)
- Research and analytical skills
- Social media and website management software experience (e.g. Wordpress) an added asset
- Post-secondary education or equivalent with strong public relations, communications, event management and marketing skills

To apply:

Send your cover letter and resume to: Tracy Van Kalsbeek, Executive Director, UpTown Waterloo BIA at tracy.vankalsbeek@waterloo.ca by 4:00 pm on Wednesday, July 18, 2018.

We thank all applicants for their interest in this position. Only those selected for interviews will be contacted.