



Events Manger Job Description

Reporting to the Executive Director, the **Events Manager** must be able to effectively plan, coordinate and implement a wide variety of events throughout the year. Recognizing that the TLA is a 75 year-old member-driven organization, the successful candidate will demonstrate an ability to promote TLA values while working with TLA staff, membership, the Board of Directors, association sponsors, and event vendors.

The purpose of TLA events are to convey advocacy messages of the association, build relationships, and create and maintain the value proposition of membership with the association. Notable events that occur each year include:

- Annual Convention & Trade Show (going into its 76th year)
- Annual member golf tournament
- Membership networking events
- A number of smaller meetings including board meetings

The successful candidate will be a member of the TLA's small management team. A key outcome of this role is to raise the profile of the TLA by delivering a set of established and highly regarded events throughout the year. Furthermore, the candidate will have a key role in maintaining the reputation of the TLA's annual convention and tradeshow as the most important gathering for its members, but also as the premier (and largest) annual forest industry conference in western Canada.

As both a self-starter and team player, you will use your excellent project management skills to execute events and acquire sponsorship and partnerships that support the mandate of the TLA's strategic plan. You will lead, oversee and direct the development and implementation of event budgets, sponsorships, partnerships and special events. Acknowledging the membership experience is paramount, including the many traditions of a 75-year-old association.

Responsibilities

- Under the direction of the Executive Director, the candidate leads the development and implementation of all TLA meetings, conference, trade show, fundraisers (including live and silent auctions), and special events
- Work with committees and all departments to arrange and coordinate scheduled events. Collaborate with internal association stakeholders (membership, communications and accounting) to ensure effective development and delivery of strategies and budgets
- Develop and coordinate a Strategic Sponsorship Plan in junction with the events, communications and membership committees of the TLA
- Liaise, coordinate and negotiate with all vendors and ensure accuracy of contracts and



- forms (event location, audio/visual, food & beverage ordering, permits, licensing etc.)
- Liaise with government officials and staff as needed regarding meetings and events
 - Prepare budget forecasts and track progress for all events using Excel or Google spreadsheets
 - Assist in event content building and prepare accurate scripts and production scheduling
 - Efficiently track and archive initiatives and data for all events
 - Book and manage the staff and TLA director accommodations and travel arrangements
 - Recruit, hire, train and supervise staffing for the TLA event intern program
 - Provide thorough understanding of branding principles as it relates to communications, sponsorship and promotional strategies
 - Procure event sponsorships and live and silent donations, fulfilling commitments to sponsors through relevant TLA policies and governance associated with the events
 - Some minor travel is required to attend TLA functions and events across BC
 - Light office manager duties: ordering supplies, checking mail, coordinating regular office maintenance, etc.

The Candidate

The candidate must be personable, professional and willing to work collaboratively in a small team environment with other staff and TLA members. Desirable characteristics include creativity in event design, contract negotiation skills, and strong organizational skills—the ability to prioritize multiple tasks, be responsive and flexible to shifting demands, and meet time sensitive deadlines.

- Minimum of 5 years' experience in event management
- High degree of motivation, time management, attention to detail and organizational skills
- Experience in developing, implementing and evaluating event marketing and communication strategies
- Conduct/manage event sales for delegates, sponsors and exhibitors (convention & trade show, golf tournament etc.), contribute to content development including suggestions for entertainers and keynote speakers, and design fun and creative elements for events
- Strong understanding of budget management and financial responsibility
- Substantial knowledge of sponsorships, donor relations and event industry trends and best practices



- Proven track record in sponsorship procurement, fundraising, donor relations and stakeholder engagement
- Experience working collaboratively with boards, committees and within a small team environment. Experience working for a membership driven organization will be an asset.
- Established relationships and experience within the event industry
- Demonstrated experience managing complex projects with multiple stakeholders, priorities and varying timelines
- Ability to work under pressure and meet deadlines and budgets
- Proven aptitude in contract negotiations with relevant industry networks
- Demonstrated leadership, consultative and interpersonal skills
- Ability to receive input from a number of sources and respectfully work with members and sponsors to achieve outcomes
- Strong written and communication skills including the use of spreadsheets and familiarity in using customer relationship management databases and event registration platforms is desirable
- Adaptability to work flexible hours

How to Apply

This posting will close on March 16. Applications will be reviewed as they are submitted.

Please send your resume and cover letter electronically, in confidence to:

David Elstone, Executive Director

Subject: TLA Events Manager Search

Email: eventsearch@tla.ca