
POSITION TITLE: Manager, Events and Programs

REPORTS TO: VP, Member relations

PURPOSE OF POSITION:

Manager of Events and Programs is responsible for the management and budgeting of events for AIA and CCIF. He/she is responsible for the development and implementation of the marketing plans for these events as well as the sponsorship programs. He/she develops relationships with businesses, members and individuals interested in supporting AIA's events and activities, as well as all stakeholders of AIA. He/she works to increase and generate other revenue streams for AIA and works closely with the Manager, Member Relations. The Manager, Events and Programs will work collaboratively with the VP, Member Relations to develop and provide opportunities for value added activities, review programs to ensure we are delivering value-added for our members, including sponsorship opportunities.

TEAM MEMBER ACCOUNTABILITIES:

- Understands how to contribute to team, department and associations' priorities and drives priorities with a sense of purpose;
- Collaborates across and within teams and builds strong relationships with stakeholders;
- Knows and clarifies what's expected, taking accountability to resolve problems and set high personal standards to deliver timely results in a changing environment;
- Keeps things simple while driving innovation, removing blockages and anticipates and adapts to changing environments;
- Keeps a positive attitude and reflects this in all undertakings;
- Demonstrates clarity, attention to detail and professionalism in order to add value and enhance the association's goals.

JOB DUTIES & RESPONSIBILITIES:

Events

- Planning, implementation and follow-up for all events, including support (guidance) to Regional events;
- Researches locations for events and provides a summary of facilities and costs to VP, Member relations;
- Develops and manages budgets for events, as well as manage revenue stream from sponsorship;
- Negotiate, supervise and coordinate with event contractors including speakers, hotel, AV, etc...
- Development and implementation of marketing plans and materials for events;
- Actively participate in event committee meetings;
- Development and management of critical path for events;
- Scripting for speeches at events.

Sponsorship

- Develops goals and action plan with the VP Member Relations for sponsorship development, retention and new opportunities (improving sponsor benefits and increasing sponsorships);
- Provides analysis of existing sponsorship programs and materials and offers recommendations for improvement;
- Working with other departments, develops sponsorship recruitment materials and packages, including collateral materials as required;
- Responds to current and potential sponsor inquiries;
- Provides timely updates to related sponsorship digital assets (website, PowerPoint, signage, etc).

Programs

- Works closely with team members to develop and maintain value driven programs for Member stakeholders and Associates;
- Works with 3rd party provide to ensure contractual obligations are met;
- Develops and works on operational processes;
- Works closely with the communications team to develop promotional and support materials;

Other duties as assigned.

KNOWLEDGE AND EXPERIENCE:

- College or university degree in related field;
- A minimum of 5 years work related experience with some management experience;
- Communication, marketing and/or public relations experience desirable in a paid events position;
- Bilingualism an asset;
- Interpersonal skills

WORKING CONDITIONS:

Moderate to extensive travel