

# WE ARE HIRING EVENTS COORDINATOR

**SALARY:**  
**\$56,307.23**  
Per annum

**SCHEDULE:**  
**37.5 HOURS**  
Per week

**DURATION:**  
**1 YEAR FIXED TERM**  
Six-month probation



## MAJOR RESPONSIBILITIES:

1. Assisting the Tourism Development Manager in administration and business operations of the Kahnawà:ke Welcome Center (KWC).
2. Administering the coordination and operations of special events both in-person and virtual.
3. Assisting the Tourism Development Manager in the implementation of the Tourism Strategy.

## BENEFITS:



Great salary  
& benefits



Paid vacation  
& wellness days



Remote  
work options



Professional  
development  
opportunities



## APPLY TODAY!

Send your résumé, letter of intent, completed privacy waiver (available at [kahnawakejobs.com](http://kahnawakejobs.com)), two (2) professional references & photo ID to Wathahí:ne Kirby, Human Resource Administrator, at [wathahine.kirby@kedc.biz](mailto:wathahine.kirby@kedc.biz)

## DEADLINE TO APPLY:

**THURSDAY  
JULY 18TH, 2024**

## FULL JOB DESCRIPTION:

[Kahnawakejobs.com](http://Kahnawakejobs.com)

## JOB DESCRIPTION

**POSITION:** EVENTS COORDINATOR

**SUPERVISOR (1):** Tourism Development Manager

**SUPERVISOR (2):** Director of Marketing & Tourism

**START DATE:** August 2024

### **GENERAL ACCOUNTABILITY:**

Under the direction of the Tourism Development Manager, the Events Coordinator is responsible for the implementation of the Tourism Strategic Plan. This responsibility includes:

- 1. Assisting the Tourism Development Manager in administration and business operations of the Kahnawà:ke Welcome Center (KWC)**
- 2. Administering the coordination and operations of special events both in-person and virtual.**
- 3. Assisting the Tourism Development Manager in the implementation of the Tourism Strategy**

### **EDUCATION & EXPERIENCE REQUIREMENTS:**

**Bachelor's degree** in Event Administration, Planning, Leisure & Recreation, Tourism, Business Administration or other related fields plus two (2) years of relevant experience.

Candidates may also be considered with: Post-secondary education in Event Management, Marketing, Communications, Business OR sufficient experience: (5) Five years of experience in hotel and travel industry, event planning or related field required.

Other requirements: Functional to communicate in both English and French languages, verbal and written is mandatory. Must have access to a vehicle and possess a valid driver's licence.

### **KNOWLEDGE & SKILL REQUIREMENTS:**

This position requires:

- General knowledge of Kahnawà:ke's geography, history, attractions and facilities
- Interpersonal and customer service skills, courteous, enjoy working with the public.
- Good listening and questioning skills, especially on the telephone
- Ability to work calmly and efficiently under pressure.
- Ability to write proposals, reports and press releases.
- Presentation skills

- Researching abilities and negotiation skills.
- Analytical and decision-making skills
- Knowledge and ability in advertising, marketing activities, or business
- Time management and priority management skills
- Ability to work both independently and as part of a team.
- Ability to manage small projects.
- Ability to represent Tewaohnhi'saktha with a professional image.
- Penchant for detail and thoroughness in completing work tasks.
- Strong network and interpersonal skills with the ability to interface and develop rapport with cross-functional teams as well as with media providers.
- Ability to produce public relations and communications products.
- Experience conducting polls and surveys.
- Proficiency in Internet Explorer and all Microsoft Office applications (Word, Excel, Power Point, Publisher, and Outlook).
- Ability to use social media for promotion purposes.
- Excellent verbal and written communications skills in English, including proper grammar, syntax, punctuation, and style.
- Intermediate verbal and written communication skills in French. Willingness to take French language courses if necessary.
- Willingness to speak and/or learn Kanien'keha.

**MAJOR RESPONSIBILITIES (see key performance indicators in Employee Performance Appraisal form):**

1. **Assists the Tourism Development Manager in administration and business operations of the Kahnawà:ke Welcome Center (KWC)**
  - Works with minimal supervision
  - Provides travel/visitor information and other services to tourists in-house and virtually.
  - Provides general information on historical sites, scenic areas, events, tourist attractions, local resources, and facilities via social media.
  - Corresponds to tourism event related inquiries within 48 hours or sooner if required.
  - Ensures customer satisfaction by providing tourism services in a professional manner, both individually and as part of a team
  - Maintains analytical records.
  - Promotes tourism products and services.
  - Applies clerical and organizational skills to complete administrative tasks.
  - Prepares and submits monthly timesheets to the Tourism Development Manager
  - Meets with Tourism Development Manager regularly to discuss workload, tasks & follow-up.
  - Minor supervision of seasonal and event support staff
  - Other relevant duties as required.

## **2. Administers the coordination and operations of special events both in-person and virtual.**

- Coordinates seasonal food festivals ensuring all needs of participants are met and the maximum number of businesses are reached,
- Oversees the planning and execution of at least five (5), 1,000-person events a year,
- Maintains contact with local media to promote local tourism related activities,
- Collaborates with Marketing & Tourism team for all promotional and event needs,
- Coordinates and participates in meetings and committees as required to ensure that the vision is aligned for all stakeholders.
- Maintains event and tour budgets, seeking external sponsorships and funding sources as needed.
- Develops an integrated marketing, advertising, media and public relations strategy in collaboration with Marketing & Tourism team to drive event traffic, by including marketing feedback tools as well as advertising in local, provincial and national press and radio; within set budget and deadlines.
- Drives the company's mission by always representing our vision in every event,
- Owns every aspect of an event, from venue choice to success metrics,
- Coordinates with vendors, exhibitors and stakeholders during event planning,
- Creates and distributes event listing pages on social media websites,
- Manages event setup, tear-down and follow-ups,
- Develops an actionable plan for fundraising and manage event cash flow,
- Complies with local legislation,
- Gains a complete understanding of the requirements for each event,
- Research vendors and make selections based on creativity, quality, and cost,
- Book venues and schedule guests, which includes contract drafting and confirmation and day-of logistics,
- Create schedules for employees needed for each event,
- Develops content for event materials and work with graphic designer to produce,
- Hires personnel as needed across all functions of an event (registration, set up, catering, audio/visual, etc.),
- Attends to day-to-day administration of events and programs including placing orders, monitoring vendors, travel planning, restaurant reservations, facilitating company attendees, monitoring registration, tracking RSVPs, answering questions, and resolving issues,
- Establishes standardized event procedures and train staff into properly executing them,
- Builds and adheres to an event budget to avoid project overruns,
- Tracks event key performance areas and identify items to work on for future events,
- Attends events to supervise and make sure everything goes as planned,
- Solves problems that may arise during events,
- Other relevant duties as required.

## **3. Assists the Tourism Development Manager in the implementation of the Tourism Strategy**

- Maintain up-to-date and organized statistical documentation.
- Prepares monthly, quarterly, and annual event statistical reports.
- Coordinate special publicity events and promotions to promote the KWC to internal and external audiences.
- Contribute to the key development plans at the KWC (displays, bilingual guides, marketing literature, local attractions, and accommodations).
- Attend and represent Kahnawà:ke Tourism at community and local events.
- Maintain informed and share information with team of local, regional and indigenous tourism events.
- Other relevant duties as required.



## **CONTACTS:**

**General public/tourism clients** – to give information, receive feedback on the authentic tourism products and services offered in Kahnawà:ke;

**Community entrepreneurs, members, organizations** – to consult, aid, and promote the Kahnawà:ke Tourism Strategy within the community.

**Various organizations, businesses, associations, committees** – To provide information, to discuss available event proposals and to lobby community members' support.

## **COMMITTEES:**

Active membership not required on any formal committee; however, the Events Coordinator must participate in any relevant committees with the Tourism Development Manager or on behalf of Kahnawà:ke Tourism.

## **VISION, MISSION AND CORE VALUES (see descriptions in Employee Performance Appraisal form):**

The Events Coordinator is responsible for modelling and promoting Tewaohnni'saktha's vision, mission and core values, including Marketing & Tourism's mandate.

## **SUPERVISION:**

The Events Coordinator is expected to lead all initiatives with minimal supervision. The position will require direct supervision over one or two short term personnel, and any event staff hired to assist with the Tourism activities.

## **WORKING CONDITIONS:**

A normal work week is four (5) days, 8:30 a.m. to 4:00 p.m. (37.5 hours). Flexibility is required to accommodate occasional evening and weekend work. The customary methods of performing the job's functions require the following physical demands: occasional lifting, carrying, pushing, and/or pulling; Generally, the job requires 60% sitting, 20% walking, and 20% standing. The job is performed under minimal temperature variations and in a generally hazard free environment. Some travel may be required, mainly to tourist attraction sites in the community. Moderate deadline and productivity pressure associated with managing multiple files and executing multiple responsibilities.

## **THINKING CHALLENGE:**

Similar situations requiring solutions by discriminating choices between things learned. Jobs may be confronted with multiple choice situations but through prior exposure or experience the job holder will have learned which choice is most appropriate to the situation. Once selected, the solution does not need to be adapted to the problem.

**Interpretive:** Differing situations requiring the identification and selection of solutions through the application of acquired knowledge and judgment. These jobs are confronted with problems which 'fall in the cracks' and are resolved by 'reading between the lines', requiring reliance on experience. There is usually a right answer so that within a short timescale it will be apparent whether the chosen solution was right or wrong.

**THINKING ENVIRONMENT:**

The ‘what to do’ and ‘how to do’ are defined but with less detailed instruction to allow some room for interpretation. The job holder can consider variations in the sequence of procedures based on other situations encountered in the work setting.

**Standardized:** Here the job holder works within substantially diversified, established processes, standards and methods with only a minimum general supervision. Many problems can be tackled based on experience but the most complex can mean seeking advice and counsel from an appropriate source (though not necessarily the answer). The job holder deals with changing priorities and differing work situations and must think about not only the central problem but also the implications.

**DECISION AUTHORITY:**

1. Determines appropriate recommendations to submit to the Tourism Development Manager to improve the effectiveness and efficiency of the Tourism Strategy.
2. Determines strategies in event planning and promotion.
3. Determines suitability of content for tours to Kahnawà:ke.

**ACKNOWLEDGEMENTS:**

\_\_\_\_\_  
Employee

\_\_\_\_\_  
Date

\_\_\_\_\_  
Immediate Supervisor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Director of HR

\_\_\_\_\_  
Date

\_\_\_\_\_  
Executive Director

\_\_\_\_\_  
Date