

JOB DESCRIPTION

EVENTS ADMINISTRATOR

Reporting directly to the General Manager, this position is responsible for the planning of designated events, activities, and services of the Association as well as producing and facilitating events. This individual must be creative and innovative, self-motivated, possess good time management skills, ability to multi-task, sales ability, be highly organized and detail-oriented for facilitating events. The Events Administrator is part of the management team, which, led by the General Manager, oversees all the activities of the Association.

Responsibilities and Duties:

- A) Works collaboratively as part of the Management Team to develop Events for the Association, including presenting ideas for new events to create revenue for the Association.
- B) Develops event specific plans for approval by the General Manager as dictated by the specific events/activities assigned.
- C) Works collaboratively with the Management Team and/or Committee Chairperson to compose and produce Association designated events and or activities.
- D) Maintains regular communication with the Management Team to review, evaluate and update on progress of designated events/activities.
- E) Sells opportunities to a targeted customer base. This will include selling trade show booths as well as selling advertising space in programs, prize lists (entry information), trade show information books, support event specific, sponsorship, sales, etc.
- F) Ensures events expenditures are managed within pre-approved budgets.
- G) Staff lead and will support various Events, as assigned by the General Manager. In consultation with the committee chairperson and/or the General Manager, performs the following functions for the assigned committees/events:
 - a. Notifies all committee members of meeting time and location, secures meeting location.
 - b. Prepares agendas and records minutes for committee meetings for various events which are presented to the General Manager and the Board of Directors.
 - c. Prepares administration letters required for the specific event.
 - d. Prepares/sends sponsorship letters and contacts sponsors for specific event.
 - e. Ensures operational follow-through on committee decisions (i.e. ensures facilities are booked for committee events, appropriate services are arranged for committee events)
 - f. Develops necessary documents for the organization of an event.
 - g. Liaises with special contractors to supply needs.
 - h. Liaises with all staff on the requirements for the event, including the Rental Coordinator for Facility and Catering needs, (i.e. audio-visual, floor plans, food, etc.)
 - i. Liaises with Marketing Manager on a market plan for an assigned event.
 - j. Performs all necessary invoicing for specific event, (i.e. sponsorship, exhibitors/tradeshow)
 - k. Maintains up to date and complete document files, both in digital and hard copy formats.
 - l. Maintains up to date contact and mailing lists in appropriate file (i.e. Access Database, hard copy, etc.)
- H) Develops proposals for new events as requested.
- I) Represents the Association to the community at large and at various industry functions when directed by the General Manager.

Accountabilities

- The Events Administrator is expected to work collaboratively with the Management Team, but is ultimately accountable to the General Manager and takes direction from only the General Manager. On occasion

and dependent upon the activity, the General Manager may formally appoint a designate on his/her behalf (i.e. committee chairperson). In this instance, the Events Administrator will report directly to the designate.

- The Events Administrator is accountable for providing exceptional customer service to both internal and external customers of the Association.
- It is expected that all who work with the Events Administrator will be dealt with in a cooperative, respectful, polite and fair manner.
- All information pertaining to the business operations of the Association will be kept confidential.
- The Events Administrator is required to work some evenings and weekends as the majority of Association's events are not during business hours. (i.e. committee meetings or events)

Qualifications

Personal Suitability

- Excellent communication skills, both written and oral, and the ability to do direct sales are essential.
- The Events Administrator must be comfortable working in a fast paced environment where he/she may be managing several projects simultaneously. Consequently, he/she must be well organized and able to prioritize tasks quickly and effectively.
- As most Association activities and events do not occur during regular business hours, the Events Administrator must have strong time management ability. He/she must be adaptable and flexible as evening work and some weekend work will be required.
- The ability to problem-solve in a cooperative fashion and to successfully negotiate conflicting situations is critical.
- The Events Administrator must be adept at working in a team environment and be able to assume a leadership role when appropriate.

Knowledge & Abilities

- A broad understanding of the Agricultural Industry is preferred. In particular, knowledge of livestock and crop production is an asset.
- A minimum Grade 12 education is required. However, some post-secondary education in Event Management or a related field of study is an asset.
- The ability to use appropriate software applications for the production of promotional materials is required.
- The ability to develop creative and innovative events is essential.

Experience

- Previous experience in events, (trade shows) and the production of an event is essential.
- Experience with event management and coordination is preferred.
- Past exposure with a non-profit association is an asset.

Email your resume to **reception@lloydex.com**
Or drop off at 5521-49th Ave, Lloydminster, SK
No Phone Calls Please

Thank you to all those who apply, only those selected for an interview will be contacted.



**Lloydminster
Agricultural
Exhibition
Association**