

# ***JOB POSTING***

Project Coordinator - Port Blandford Amphitheatre

1-year, full-time position

Apply by 4 p.m. on June 3, 2024

We are seeking a Program Coordinator with expertise in event planning and a proven track record of attracting and developing new events to ensure the success of the new outdoor amphitheatre in the Port Blandford Municipal Park.

In this role, you will be responsible for planning, coordinating, and executing a wide range of events, while also actively seeking opportunities to attract new events to our venue. Your ability to build strong relationships, showcase the venue's capabilities, and effectively market our offerings will be crucial in driving event growth and success. You will work with other Town staff and with a Program Advisory Committee comprised of Port Blandford volunteers.

The estimated start date for the position is July 1. It is a one-year, full-time position. You must be able to accommodate flexible working hours, based upon the event schedule for the amphitheatre. Working from home is an option, with easy access to Port Blandford required for meetings and events.

You will find a complete job description at [www.portblandford.com/jobposting](http://www.portblandford.com/jobposting). If you are interested in applying for this position, please submit your resume and a letter that tells us why you believe you are a good candidate for the job by email to [vgreening@nf.aibn.com](mailto:vgreening@nf.aibn.com), no later than 4 p.m. June 3, 2024.

## **Job Description: Project Coordinator with Event Development Responsibilities – One-year full-time contract position**

### **Position Overview:**

We are seeking a Program Coordinator with expertise in event planning and a proven track record of attracting and developing new events. The position will be focused on our new outdoor amphitheatre in the Port Blandford Municipal Park. It is an important element of our Park Master Plan, which has been implemented over the past 5 years, resulting in new facilities and gathering spaces. The Park is used for the annual Port Blandford AppleFest and other activities, which we are looking to grow.

In this role, you will be responsible for planning, coordinating, and executing a wide range of events, while also actively seeking opportunities to attract new events to our venue. Your ability to build strong relationships, showcase the venue's capabilities, and effectively market our offerings will be crucial in driving event growth and success. You will work with other Town staff and with a Program Advisory Committee comprised of Port Blandford volunteers.

### **Responsibilities:**

1. **Event Planning and Coordination:** Collaborate with clients and internal stakeholders to understand their event needs and objectives. Develop comprehensive event plans, including budgets, timelines, and logistical details. Coordinate all aspects of event setup, from venue selection to partner management and on-site event management.
2. **Event Attraction Strategy:** Develop and implement a proactive event attraction strategy to attract a diverse range of events to our venue. Research and identify potential target markets, industry trends, and event opportunities. Build a network of contacts within the event industry, including event planners, organizations, and industry influencers.
3. **Sales and Marketing:** Showcase the venue's capabilities and offerings to prospective clients through compelling sales pitches, presentations, and venue tours. Develop marketing materials, such as brochures, websites, and social media content, to promote the venue and its event hosting capabilities. Collaborate with the Town and Program Advisory Committee to execute effective event promotion campaigns.
4. **Relationship Building:** Cultivate strong relationships with event planners, industry professionals, and local businesses to generate leads and referrals. Attend industry events, conferences, and networking opportunities to expand the venue's visibility and establish yourself as a trusted event partner.
5. **Contract Negotiation:** Collaborate with clients to negotiate and finalize contracts, ensuring that all terms and conditions align with the venue's policies and profitability objectives. Secure required permits and licenses for events in compliance with local regulations.
6. **Policy Development:** Develop event rental and usage policies for the new amphitheatre, following best practices for municipal facilities.
7. **Budget and Financial Management:** Develop event budgets and monitor expenses throughout the planning process. Seek cost-effective solutions and negotiate favorable pricing with vendors while maintaining high-quality standards. Track event revenues, expenses, and profitability. Identify revenue

generation opportunities such as grants and sponsorships, and work with the Program Advisory Committee to pursue suitable opportunities.

8. Event Evaluation and Reporting: Conduct post-event evaluations to assess the success and impact of each event. Gather feedback from clients and attendees to identify areas for improvement and implement necessary changes. Prepare reports summarizing key event metrics and recommendations for future events.

**Requirements:**

- Bachelor's degree in event management, hospitality, marketing, or a related field (or equivalent experience).
- Proven experience as an Event Coordinator, with a focus on event planning and attraction.
- Strong sales and negotiation skills, with a demonstrated ability to attract and secure events.
- Excellent interpersonal and communication skills, both written and verbal.
- Proficiency in event management software and tools.
- Strong organizational and time management skills, with the ability to handle multiple projects simultaneously.
- Flexibility to work evenings, weekends, and travel as required.
- Knowledge of industry trends, best practices, and emerging technologies in event management and attraction.

We offer competitive compensation. If you are a results-oriented self-starter and have a passion for attracting and executing exceptional events, we would love to hear from you.

To apply, please submit your resume, a cover letter, and two professional references.