

**Specialist, Events and Programming**

**June 2023**

The Downtown Winnipeg BIZ promotes, cares, and advocates for a vibrant and inclusive downtown where business thrives and people are drawn to work, live, shop and explore. We host events throughout the year and work to beautify our downtown, improve cleanliness, safety, and help make it easier to get around. Our downtown is on Treaty No. 1 territory and the traditional Homeland of the Red River Métis.

Reporting to the Director, Marketing, Engagement and Communications, the Events and Programming Specialist is responsible for creating and executing a broad range of strategic events, tours and activities in public and/or private spaces downtown. This position is primarily responsible for event, programming and tour planning, coordination, execution and collaborating on promotion.

The ideal candidate is a detail-oriented event organizer with a proven track record of project management, an innovative thinker and collaborative team player who is passionate about Downtown Winnipeg.

**KEY RESPONSIBILITIES:**

- Develop effective and innovative events, programming and tours to draw and engage audiences with the downtown neighbourhood and with Downtown Winnipeg BIZ members
- Collaborate with the Public Realm team to create activations that enhance their projects
- Lead the planning and execution of Downtown Winnipeg BIZ's signature events including but not limited to: Downtown Winnipeg Farmers' Market, Downtown Sounds Concert Series, AGM, Downtown Movies and Earth Day CleanUp Downtown
- Collaborate with the Marketing, Engagement and Communications team to promote Downtown Winnipeg BIZ and other downtown events
- Lead the planning and execution of downtown Winnipeg tours including coordinating Downtown BIZ members and participants
- Create new in-person and self-guided (including written content) downtown tours including researching historical information, points of interest and coordinating with Downtown BIZ members
- Manage event and tour budgets including assisting with financial projections
- Manage event and tour pages on the Downtown Winnipeg BIZ's website
- Identify KPI's such as tracking event and tour attendance to measure success

**QUALIFICATIONS:**

- Relevant post-secondary education in event planning, marketing, communications, or related discipline
- 3+ years of experience in event planning, community engagement or related industry
- Proven ability to develop and execute small to large-scale events
- Strong ability to manage a budget and make financial projections
- Strong verbal and written communication skills to build internal buy-in for event recommendations, and relay event details and requirements to internal and external participants
- Excellent organizational skills with the ability to multi-task and manage competing priorities
- Excellent customer service and relationship building skills with internal and external stakeholders

- Understanding of creating events to meet strategic objectives, while keeping in mind an audience's needs, inclusion and accessibility
- Enthusiastic self-starter with the ability to quickly learn and understand concepts, problem solve, take ownership, and manage work with minimal supervision
- Knowledge of CMS, social media platforms, webinars and virtual events an asset
- Valid Class 5 Drivers Licence.

**QUALIFIED CANDIDATES** should submit their cover letter and resume with salary expectations to [careers@downtownwinnipegbiz.com](mailto:careers@downtownwinnipegbiz.com). Please include position title in the subject line. Please be advised only those selected for an interview will be contacted. **This posting will remain open until suitable candidates have been selected.**

*The Downtown Winnipeg BIZ is committed to equity, diversity and accessibility in the workplace. We strive to have a team that reflects our downtown, where diverse abilities, backgrounds, cultures, identities, languages and perspectives are valued and drive a high standard of service and innovation. We encourage candidates to speak to this in their application.*

Applicants should identify if they require accommodation during the competition process on a confidential basis. This posting is available in alternate formats upon request.