

# Town of Wasaga Beach



## JOB DESCRIPTION

Department: Office of the CAO	Division: Entertainment
Effective Date: June 2024	Revision Date: November 25, 2024
Approved By: Deputy CAO	Wage Range: \$48.16 - \$56.70/hr.
Hours of Work: 35 Hours	Value Group: 7

### JOB TITLE:

Sponsorship and Events Leader, Wasaga Beach Sports and Entertainment Inc.

### REPORTS TO:

Director of Sports and Entertainment

### SUBORDINATE POSITIONS:

Up to 20 part-time, on call, contract event staff

### JOB PURPOSE:

The primary purpose of the Sponsorship and Events Leader role is to promote optimization of resources within the Wasaga Beach Sports and Entertainment Inc. (WBSE) by ensuring smooth, efficient and friendly service delivery. As a member of the WBSE team, the Sponsorship and Events Leader is responsible for securing sponsorship targets, coordinating all event related logistics, and marketing. This role will liaise with talent agencies, sporting agencies, third party service providers and businesses to attract and develop financially responsible events. Collaborating with the Director, the Sponsorship and Events Leader will work to achieve strategic initiatives as outlined in the corporation's guiding documents and will also be responsible for event development.

Wasaga Beach's Sport and Entertainment division strongly values integrity, commitment, innovation and passion while ensuring compliance to regulatory standards and safety protocols.

### TASKS:

**% of Time**

#### 1. Event Development and Management:

**60%**

- Assist with identification of talent/event opportunities to attract world class talent from inception to closure
- Researching successful events from other venues and identify best practices
- Book, coordinate and ensure entertainment based on available budget
- Coordinate logistics for sports tournaments, concerts, exhibitions, and other

entertainment events, including venue booking, staffing, security, and technical requirements

- Ensure compliance with relevant regulations, safety standards, and licensing requirements for sports and entertainment events.
- Under the guidance of the Director, assist with negotiation of contracts with performers, artists, vendors, and other stakeholders, ensuring favorable terms and agreements
- Deliver all elements included in Riders
- Recruit, train, and supervise staff members involved in sports and entertainment operations, including event coordinators and support personnel
- Assist with venue supply support including volunteers, food, beverage, rental equipment, arrange travel for talent, arrange facilities to accommodate rider requirements

## **2. Sponsorship & Marketing**

**25%**

- In coordination with the Director, research and develop a successful sponsorship program for the WBSE
- Work with third party service providers where appropriate to enhance sponsorship programs
- Track sponsorship program, invoicing, agreements and settlements with the assistance of the Administrative Officer
- Demonstrate a consistent ability to sell sponsorship programs to achieve revenue goals
- Interprets and utilizes relevant data and research to make improvements to sponsorship programs, event target marketing and the understanding of various service groups
- Ensure marketing campaigns are thoughtful, targeted and executed in a timely manner

## **2. Ticket Platform**

**10%**

- Assist with the development and management with ticketing software system
- Assist in the development of seating charts, ticket pricing, seating packages and venue site plans.

## **3. Other Duties as Assigned**

**5%**

### **QUALIFICATIONS / EDUCATION:**

- University degree and/or college diploma or equivalent experience in marketing, business, and events, or related fields;
- Diploma or Certificate in Event Management or Marketing considered an asset;
- Minimum five (5) years experience working within the municipal or events sector, overseeing special events or administrative functions;
- Excellent interpersonal, networking, and negotiation skills, with the ability to work collaboratively within the WBSE and Special Events team;

- Strong administrative, communication, organizational, records management, time management, and public relations skills, together with the ability to use tact and discretion to deal courteously and effectively with the public, council and fellow staff members;
- Ability to multi-task, cope with interruptions and work under pressure to meet multiple deadlines, exercise discretion and good judgment;
- Possess high level of initiative and personal integrity;
- Physically capable of performing the required functions of the position and wearing the applicable personal protective equipment;
- Working knowledge of Windows and Microsoft Office applications and office equipment;;
- Valid Class “G” driver’s license and current acceptable Driver’s Abstract and the ability and willingness to travel within the community as required;
- Ability to provide upon hire an acceptable criminal records check;
- Willingness to work overtime and irregular hours that includes evenings, weekends and statutory holidays.

**PROFESSIONAL DESIGNATION:**

- Diploma or Certificate in Event Management, Book Keeping, Accounting, Business Administration or Marketing considered an asset.

**EXPERIENCE:**

Five (5) years previous related job experience, three (3) years on the job, five (5) years total relevant experience. Supervisory experience considered an asset.

**ACKNOWLEDGEMENT OF RECEIPT:**

Please print and sign name.

\_\_\_\_\_  
Employee

\_\_\_\_\_  
Date

\_\_\_\_\_  
Human Resources

\_\_\_\_\_  
Date

\_\_\_\_\_  
Department Head

\_\_\_\_\_  
Date