

# BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

## POSITION DESCRIPTION

---

|                    |                                      |
|--------------------|--------------------------------------|
| <b>POSITION:</b>   | Manager, Events & Experiential       |
| <b>GRID:</b>       | 8                                    |
| <b>DEPARTMENT:</b> | Marketing & Communications           |
| <b>REPORTS TO:</b> | Director, Marketing & Communications |
| <b>DATE:</b>       | January 2019                         |

---

### POSITION SUMMARY

Reporting to the Director, Marketing & Communications, this position is responsible for managing the BCIT Events & Experiential Office. In this role, the Manager will oversee a comprehensive portfolio comprising of the development and execution of internal, external, recruitment, government and corporate events involving a multitude of stakeholders.

The Manager is responsible for leading a diverse team of stakeholders, both internally and externally, in developing a vision for the Events & Experiential Office while profiling BCIT as one of BC's leaders in post-secondary education.

### KEY ACCOUNTABILITIES

- As a key member of the management team, participates in and supports the development of the Events & Experiential Office that is consistent with the Institute's mandate, mission, and objectives.
- Maintains a cohesive, comprehensive vision and optimization plan for existing Institute events that will elevate the BCIT brand with a focus on continuous improvement and return on investment (ROI) measurement.
- Supports the performance and development of a team of Event Specialists while providing operational support as needed.
- Enhances the Institute's profile by developing and maintaining effective relationships with key individuals internally and externally.
- Is accountable for the current holistic and strategic events calendar for the team, and overseeing the implementation and governance of a new system at an Institute level.
- Collaborates with other areas of Marketing & Communications and the Institute to ensure executional excellence in marketing and communications support.
- Liaises with Institute senior leadership as well as internal and external stakeholders in preparation for executive briefs including planning and execution.
- Stays abreast of best-in-class experiential practices and implements as appropriate, creating innovative solutions to optimize and elevate Institute events.
- Works strategically to grow the portfolio over the next several years, including the implementation of innovative means of engaging the community through being an ambassador of the Institute.
- Leverages emerging technologies to drive efficacy and efficiency.

## **QUALIFICATIONS & REQUIREMENTS**

- Completion of an undergraduate degree.
- Five to seven years of experience in event management or relevant discipline.
- An equivalent combination of education, training and experience may be considered.
- Strategic and tactical planning and excellent organization skills demonstrated through ability to prioritize multiple and changing demands.
- A team player promoting a positive and professional work environment with a significant record of accomplishment in leading large and small-scale events with a multitude of stakeholders; willingness to be collaborative and 'roll up your sleeves'.
- Exceptional people leadership and communication skills, resourcefulness and interpersonal skills.
- Ability to work flexible hours, evenings and weekends when required.
- A valid driver's licence, access to a reliable vehicle and ability to travel locally where required.
- Experience working in a multi-union environment or post-secondary an asset.

## **APPROVALS**

---

Director, Marketing & Communications

---

Date