

Toronto Vegetarian Association Festival & Events Coordinator Job Description

POSITION OVERVIEW

The Festival & Events Coordinator's primary role is to oversee the financial, administrative and logistical coordination of Toronto Vegetarian Association events, to assist with communications and marketing campaigns, and to identify and seek out sponsorship opportunities for TVA events and activities.

This position offers many opportunities for personal development and growth through on-the-job training, as well as formal educational opportunities such as workshops and online training.

This role calls for accountability, the ability to meet strict deadlines, and the ability to work independently with minimal supervision. Strong communication and relationship building skills are critical. Passion for celebrating vegetarian food and ideas in creative new ways is an asset.

PRIMARY DUTIES AND RESPONSIBILITIES

Specific responsibilities of the Festival & Events Coordinator include:

Events Planning & Coordination

- Refine the scope of the Veg Food Fest and other projects and determine the objectives and measures upon which they will be evaluated in collaboration with the Executive Director
- Develop critical paths, marketing plans, and budgets with the Executive Director and execute projects accordingly
- In consultation with the appropriate personnel, recruit, interview and engage staff and/or volunteers with appropriate skills to assist with the project as required
- Establish a communication schedule to update internal stakeholders on the progress of events and projects
- Ensure that the project deliverables are on time, within budget and meet required quality standards
- Make adjustments as necessary to ensure the successful completion of the project
- Monitor and approve all budgeted project expenditures, ensure that financial records for the project are up-to-date and prepare financial reports as required
- Develop marketing materials and lead communication with exhibitors, sponsors, and other potential supporting businesses and nonprofit groups
- Manage event logistics, coordinate exhibit space sales, engage in negotiation and dispute resolution with organizations, coordinate and schedule presentations and other programming
- Work with other staff to maximize success of merchandise sales and donations at events
- Work with other staff to engage and coordinate event volunteers
- Evaluate the outcomes of the project through effective survey design and implementation
- Write necessary project reports for management, board and funders

Marketing & Communications

- Work with the TVA Marketing & Development Committee to develop strategies for achieving media relations, marketing and communications objectives for TVA events
- Assist with the development, coordination, implementation and evaluation of media relations, communications and marketing activities for events
- Conduct market research to enable the TVA to better communicate with target audiences
- Recommend advertising opportunities, book approved ads and oversee the design of advertising
- Coordinate the design, production and distribution of online and print promotional materials as required
- Expand and enhance TVA's outreach presence at community festivals and tradeshow
- Contribute to TVA publications such as *Lifelines* and veg.ca

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Sponsorship & Fund Development

- Collaborate with senior staff to create a sponsorship development plan to increase revenues including development of corporate, community and individual prospects
- Develop and manage timelines for sponsorship activities to ensure strategic plans and critical fundraising processes are carried out in a timely manner
- Engage Marketing & Development Committee in sponsorship and fundraising planning
- Implement sponsorship development plans in accordance with ethical fundraising principles and aligned with the mission, vision & values of the TVA
- Prepare regular reports on progress, budgets, receipts and expenditure related to sponsorship

QUALIFICATIONS

- Demonstrated ability to work independently and achieve objectives with minimal supervision.
- Demonstrated experience coordinating projects and events; experience with trade shows and festivals an asset.
- Demonstrated success in sales and customer service.
- Strong written and verbal communication skills to interact and deal effectively with a wide range of individuals.
- Proficiency in the use of computers for word processing, spreadsheets, e-mail and internet.
- Demonstrated commitment to and understanding of vegetarian issues and philosophy.

Demonstrated competence in the following:

- Organization: Setting priorities, developing a work schedule, monitoring progress towards goals, and tracking details/data/information/activities.
- Planning: Determine strategies to move the organization forward, set goals, create and implement actions plans, and evaluate the process and results.
- Communication: Speaking, listening and writing in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.
- Problem solving: Assessing problem situations to identify causes, gathering and processing relevant information, generating possible solutions, and making recommendations and/or resolving the problem.
- Creativity/Innovation: Developing new and unique ways to improve processes and to create new opportunities.
- Building Relationships: Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the organization.
- Leadership: Positively influence others to achieve results that are in the best interest of the organization.

JOB RELATIONSHIPS

- Reports to: Executive Director.
- Works with: Donor & Volunteer Resources Coordinator.
- Supported by: Festival Assistant (summer position).
- Workers supervised: May be required to supervise volunteers and/or workers hired for temporary assignments.

SPECIAL CONDITIONS

- A performance review will be conducted after three months in the position.
- This position requires some evening and weekend work, such as providing onsite support at special events.

HOURS OF WORK

- 35 hours per week, mostly during regular business hours; some evenings and weekends.
- This is a full-time contract position.

Approved by: David Alexander, Executive Director

Date revised: October 20, 2015

This job description is to be reviewed annually and updated as often as necessary.