

**JOB POSTING:
Manager, Events & Education
Full-Time Position**



**Canadian
Franchise
Association®**

Growing Together

The Canadian Franchise Association (CFA) is a national business association serving the needs of the franchise community. Our purpose is to help everyday Canadians realize the dream of building their own business through the power and opportunity of franchising. We achieve this by amplifying the power and opportunity of franchising through advocating on issues that impact franchising; connecting people with opportunities; and delivering best-in-class learning opportunities that make franchising stronger.

We are seeking an ambitious, driven, and agile Event Manager who is a pro at leading the management of multiple events concurrently to deliver world-class events that drives our mission and serves our community of franchisors, franchisees, and suppliers!

Reporting to the head of Events & Education, the Event Manager oversees the day-to-day management of the Events department and plans, implements, and executes on a variety of in-person and virtual events, tradeshows, socials, conferences, and our flagship National Convention.

Our ideal candidate is a pro-active, high-achieving self-starter who is focused on results, resilient and thrives in a rapid-paced environment. They understand that hope is not a strategy and that you need to plan for success and be flexible to adapt those plans as things change. They are quick on their feet and able to solve problems on the fly. They are experienced managing and coaching a team and they lead by example through their “get-it-done, can-do” attitude. Winning candidates will also have experience managing budgets, devising event-related sponsorships, and driving registrations and sales.

Specific Duties and Responsibilities: *(A detailed job description will be provided to selected candidates.)*

- Leads day-to-day management of events department
- Overall responsibility for all event logistics and management, including creation and management of workplans; development and execution of event programming; speaker management; and vendor management.
- Responsible for creation and management of event budgets, accountable for meeting/exceeding all event targets (revenue, registration, sponsorship, etc.)
- With Senior Manager, Events & Education, work with CFA member committees, events team, and senior management team to develop annual events calendar
- Analyze, evaluate and assess the viability of new events and education product/program offerings
- Leads event-related committees, as required and act as staff liaison by providing leadership, administration, and resources to each Committee. Ensure the involvement of committee members.
- Work with Sales Team to ensure revenue targets are achieved for trade show sales and event sponsorship
- Work with Marketing team in development of marketing strategies and materials to promote CFA Events & Education programs to members and potential members, their franchisees, and the general public.
- Work with the finance team and senior management team to reconcile Events Department transactions and budgets.
- Research, negotiate and manage venue selection and vendors/suppliers for all CFA events
- Manage supplier and venue relationships to ensure contractual obligations fulfilled and exceptional quality received by CFA and event participants
- Research, negotiate and manage virtual event platforms contracts and other resources/software for Events Department, as needed.
- Monitor continuous quality improvement process for all programs and services, focusing on event procedural improvement suggest event policies and procedures as required

- Track and analyze the on-going status of events to minimize risk, evaluate the trends of events and make recommendations for improvement
- Ensures translation of event and marketing materials into French, as required

General & Administration

- Understand the CFA purpose, vision, mission and strategic plan to actively participate in the development of new events and initiatives to continue the advancement of CFA Educational and Lead Generating Offerings
- Day-to-day management of the Events Team to ensure efficient, effective and timely delivery of quality events, providing ongoing coaching and direction to direct reports
- With Senior Manager, Events & Education, oversee quality control of content and project deliverables in Events Department
- Administrative management of direct reports, including performance reviews, absences including review/approve vacation requests, and staff development
- Manage Events Department working budgets and provide reports on actual vs. budget and forecasts/projections for all events.
- Creation of reports to management team, Executive, and Board of Directors, as required
- Build and grow relationships with members and strategic partners
- Other duties as assigned

Qualification Requirements:

- Professional experience (5 - 7+ years) in conference/event planning, coordination, and execution along with an undergraduate degree in business, marketing, communications, event management or tourism & hospitality; or any equivalent combination of experience and training
- Project management experience including the execution of critical paths and work back schedules for multiple and simultaneous events
- Experience leading, coaching, and managing teams
- Excellent problem-solving and organizational skills
- Demonstrated ability to work under pressure in a fast-paced environment, be flexible to change, and work to tight timelines
- Reliability, accuracy and thoroughness
- Self-reliance, initiative, and sound judgment
- Knowledge and experience in budget, revenue and expense management
- Strong communicator with excellent verbal, written and presentation skills
- Superior customer service skills
- Strong knowledge of Microsoft Office 365, SalesForce, Zoom
- Experience and knowledge in virtual events
- Ability to quickly learn new software, such as virtual event software
- A valid driver's license and access to a vehicle is required
- Travel is required across Canada
- Fluency in English as well as in French (preferred)
- Association or membership-based experience (preferred)

This a full-time position with benefits.

The position requires daily regular work hours but may also require the individual to work extended hours and weekends, as required. A valid driver's licence, access to a vehicle, and travel across Canada is required.

Proof of full vaccination against COVID-19 is required upon hire.

Must be legally eligible to work in Canada.

The CFA office is located in Toronto on the Mississauga/Toronto border near Pearson International Airport, with access by highway and public transit (Mississauga and Toronto). Free parking.

Hybrid office model with two weeks remote work and one week in the office until January 2022.

To apply for this position, please forward your resume and cover letter, stating salary expectations to the department head and hiring manager:

Meredith Lowry, Senior Manager, Events & Education, at mlowry@cfa.ca

No phone calls, please.

Deadline for Submissions: **October 18, 2021**

For more information about the Canadian Franchise Association,

Visit: cfa.ca | franchisecanada.online

We thank all candidates for their interest, however, only those being considered will be contacted.

Candidates may be asked to complete aptitude and skill tests