



Event Manager Opportunity **Truck Loggers Association**

The Truck Loggers Association was formed in 1943 as a non-profit society to give independent timber harvesting contractors a collective voice in the changes taking place in the British Columbian forest industry. Now in its 75th year, the TLA's advocacy has attracted a diverse membership including timber harvesting contractors, suppliers, independent forest product producers, small tenure holders, and communities located throughout BC. With a growing membership of 500 member companies, the TLA is known as an influential grassroots voice for small business interests of the BC forest industry.

The Truck Loggers Association is seeking an ***Events Manager***, who must be able to effectively craft and deliver a series of TLA events, many of which have a long and storied reputation of being known as both fun and professional.

The position is based out of downtown Vancouver where you will be a key member of a small professional team.

Some minor travel is required to attend TLA functions and events around BC. A detailed job description can be found on the TLA's website at www.tla.ca Applicants should be prepared to provide compensation expectations with their applications.



Events Manager Job Description

Reporting to the Executive Director, the **Events Manager** must be able to effectively plan, coordinate and implement a wide variety of events throughout the year. Recognizing that the TLA is a 75 year-old member-driven organization, the successful candidate will demonstrate an ability to promote TLA values while working with TLA staff, membership, the Board of Directors, association sponsors, and event vendors.

The purpose of TLA events are to convey advocacy messages of the association, build relationships and create and maintain the value proposition in membership with the association. Notable events that occur each year include:

- Annual Convention & Trade Show (going into its 76th year – 300-400 delegates during the day, and up to 1,000 delegates at the evening events)
- Annual member's golf tournament (very popular sold out event each year)
- Membership networking events
- And a number of smaller meetings including Board meetings

The successful candidate will be a member of the TLA's small management team. A key outcome of this role is to raise the profile of the TLA by delivering a set of established and highly regarded events throughout the year. Furthermore, the candidate will have a key role in maintaining the reputation of the TLA's annual Convention & Tradeshow as the top gathering for its members, but also as the premier (and largest) annual forest industry conference in Western Canada.

As a both self-starter and team player, you will use your excellent project management skills to execute events and acquire sponsorship and partnerships that support the mandate of the TLA's strategic plan. You will lead, oversee and direct the development and implementation of event budgets, sponsorships, partnerships and special events. Acknowledging the membership experience is paramount, including the many traditions of a 75 year-old association.

Responsibilities

- Under the direction of the Executive Director, the candidate leads the development and implementation of all TLA meetings, conference, trade show, fundraisers including live and silent auctions and special events
- Work with committees and all departments to arrange and coordinate scheduled events. Collaborate with internal association stakeholders (Membership, Communications and Accounting) to ensure effective development and delivery of strategies and budgets
- Implement a Strategic Sponsorship Plan in junction with the events, communications and membership disciplines of the TLA.
- Liaise, coordinate and negotiate with all vendors and ensure accuracy of contracts and forms (Event location, Audio/Visual, Food & Beverage ordering, permits, licensing etc.)



- Liaison to government officials and staff as they pertain to meetings and events
- Prepare budget forecasts and track progress for all events using Excel or Google spreadsheets
- Assist in event content building and prepare accurate scripts and production scheduling
- Efficiently track and archive initiatives and data for all events
- Book and manage the staff and Directors accommodations and travel arrangements
- Recruit, hire, train and supervise staffing for the TLA event intern program
- Thorough understanding of branding principles as it relates to communications, sponsorship and promotional strategies
- Procure event sponsorships and live and silent donations, fulfilling commitments to sponsors through relevant TLA policies and governance associated with the associated events
- Some minor travel is required to attend TLA functions and events across BC.

The Candidate

The candidate must be personable, professional and willing to work collaboratively in a small team environment with other staff and TLA members. Desirable characteristics include creativity in event design, contract negotiation skills, and strong organizational skills—the ability to prioritize multiple tasks, be responsive and flexible to shifting demands, and meet time sensitive deadlines.

- Minimum of 5 years' experience in corporate event management
- High degree of motivation, time management, attention to detail and organizational skills
- Experience in developing, implementing and evaluating event marketing and communication strategies
- Conduct/manage event sales for delegates, sponsors and exhibitors (convention & trade show, golf tournament etc.), contribute to content development including suggestions for entertainers and keynote speakers, and design fun and creative elements in events.
- Strong understanding of budget management and financial responsibility
- Substantial knowledge of sponsorships, donor relations and event industry trends and best practices
- Proven track record in sponsorship procurement, fundraising, donor relations and stakeholder engagement
- Experience working collaboratively with boards, committees and within a small team environment. Experience working for a membership driven organization will be an asset.
- Established relationships and experience within the event industry



- Demonstrated experience managing complex projects with multiple stakeholders, priorities and varying timelines
- Ability to work under pressure and meet deadlines and budgets
- Proven aptitude in contract negotiations with relevant industry networks
- Demonstrated leadership, consultative and interpersonal skills
- Ability to receive input from a number of sources and respectfully work with members and sponsors to achieve outcomes
- Strong written and communication skills including the use of spreadsheets and familiarity in using customer relationship management databases and event registration platforms is desirable
- Adaptability to work flexible hours

How to Apply

This posting is open until filled. Applications will be reviewed as they are submitted.

Please send your resume and cover letter electronically, in confidence to:

David Elstone, Executive Director

Subject: TLA Events Manager Search

Email: eventsearch@tla.ca
