



## **Job Posting**

### **Association of Municipalities of Ontario**

#### **Special Events Coordinator**

The Association of Municipalities of Ontario (AMO) is a non-partisan, non-profit, membership organization representing Ontario's municipal governments. AMO supports and enhances strong and effective municipal government in Ontario and promotes the value of municipal government as a vital and essential component of Ontario and Canada's political system.

Your job will be to support and grow the event's and training activities of one of Ontario's most influential not-for-profit organizations, including AMO's premier event, its Annual General Conference. You will provide outstanding membership support through understanding AMO's member's needs.

#### **Scope:**

Reporting to the Director of Membership and responsible for building strong, collaborative relationships and services with all parts of the organization and AMO's subsidiary organizations, the Special Events Coordinator is responsible for, but not limited to:

- Supporting and building the organization's revenue generation through development and delivery of the Annual Conference, member training events, workshops, seminars, e-learning, trade shows and event sponsorship.
- Working across the organization to align and coordinate training and events.
- Understanding and supporting AMO's membership through timely and relevant educational offerings and events.
- Building strong and positive relationships with other staff and members in the development, promotion and delivery of training, events and member services.
- Understanding and responding to the municipal context and member's needs through understanding emerging and innovative practices and approaches to training, events and learning.

## **Primary Responsibilities:**

### **Event Coordination**

Overall responsibility for the coordination, development and execution of AMO events:

- Assist in developing the Annual Conference, new events and maintain, organize and manage the roster of events from concept to completion, including budget monitoring, site selection and promotion.
- Establish and support organizing committees, committee chairs and event teams to plan scope and format events, establish and monitor budgets and review and improve administrative procedures and event processes.
- Support AMO's Training and Events Advisory Committee.
- Coordinate, direct and monitor all production of training and workshops offered by AMO and related organizations.
- Negotiate associated event logistics including space contracts and booking event space, arranging food and beverage, ordering supplies and audio-visual equipment, make travel arrangements and ensure appropriate décor etc.
- Liaise directly with conference host communities, tourism officials etc.
- Coordinate pre and post event billing details, including proposals, costing out events, banquet event orders.
- Work effectively through, coordination and strong communication, with Accounts Payable and Operations.
- Participate as a team member and collaborate with the AMO Annual Conference planning team; oversee and manage assigned aspects (e.g., hospitality suites, logo, program, trade show).
- Support and liaise through a collaborative approach, with the AMO Conference Co-ordinator, on all relevant logistics and information related to the Annual Conference.
- Coordinate the promotion of training and events, including the development and distribution of promotional materials and website information,
- Maintain training and events sections of AMO's website for all AMO events and manage content relative to conferences and workshops to enhance public awareness and registrations including web-based registration forms.
- Monitor assigned event activities in order to ensure compliance with venue regulations, participant satisfaction and problem resolution.
- Review event contracts to ensure accuracy and verify and sign off on invoices for accuracy/deliverables and payment processing.
- Arrange availability of AV equipment, transportation and other event needs; prepares name badges, materials, registration lists, seating cards, signage, etc.
- Generate reports regarding attendee demographics, registrations and evaluations and conducts post-event evaluations to determine whether targeted outcomes and deliverables are met and to identify areas for improvement.
- Key contact person for registrants, vendors and, staff and conduct business in a responsive and timely way.
- Develop and prepare, for approval, conference push out of materials, including conference proceedings.

## **Exhibit Management and Sponsorship**

A key area of responsibility for this role includes revenue generation through the development and execution of conference exhibit halls and sponsorship. This includes:

- Sourcing and building strong partnerships to participate in sponsorship and exhibit hall/trade show opportunities.
- Coordination of tradeshows including logistics, shipping and drayage (e.g., AMO Annual Conference exhibitors) to meet identified success factors.
- Establish and maintain relationships with sponsors, exhibitors, other associate groups, vendors and contractors.
- Develop and distribute the sponsorship and exhibitor package, including specialty promotions.
- Works with the Director, Membership Centre and Executive Director in discussions with major sponsors/prospective sponsors.
- Maintain and manage sponsorship and exhibitor registration forms and ensure all elements of registration are received, including payment.
- Develop and maintain a communication/marketing strategy and approach targeted to sponsors and exhibitors.
- Oversee on-site set up; sponsorship promotion and signage, exhibitor maintenance and troubleshooting.
- Maintain sponsor and exhibitor data in database; prepare reports.
- Update and maintain correspondence and files in support of all program and events as assigned.

## **Training and Education**

This aspect of the Special Events Coordinator position includes building an understanding of AMO membership's and key affiliates training and education needs. This includes:

- Have a general understanding of the current and emerging context of AMO and its membership including legislative, policy, governance, issues arising etc, to develop and delivery training.
- Establish relationships with AMO members and affiliates to develop appropriate training and partnerships.
- Source appropriate venues (live, virtual etc) and modalities to ensure effective delivery of training that meets a majority of the memberships needs and capacity.
- Develop a trainer's roster.
- Work with AMO, it's subsidiary organizations and key partners.
- Support all communications/marketing related to training and education.

## **Web Maintenance and Event Marketing**

- Plan and coordinate and produce AMO communications for marketing and event communication through a variety of channels.
- Collaboratively build business objectives/requirements across the organization.

- Assist in maintaining graphic/ identity standards for events and training communications, including developing templates and forms.
- Assist and support the development of program identifiers and logos for major conferences, workshops and training sessions for both AMO and related organizations.
- Prepare materials using accessible formats depending on client needs (e.g., using AI, InDesign, PDF components/Word or PowerPoint)
- Review and support conference, event and training communications/marketing.

**Performs other duties as assigned.**

**Core Qualifications and Competencies:**

- University or College degree or diploma in event management, business or related disciplines with course study in communications, marketing, design.
- Minimum of 3 years of progressive experience in medium/large scale event management with experience in planning, budget, analysis and logistics and experience working with data base, Microsoft Office suite, Adobe, HTML (website maintenance).
- Adept with a variety of virtual meeting platforms and technology.
- Aware of emerging technologies and innovation in events and training production and delivery.
- Familiar with adult education concepts and approaches.
- Demonstrated problem solving and organizational skills with the ability to prioritize work and perform scheduled tasks on time to meet the Association's and supplier's requirements without financial penalty.
- Ability to work collaboratively and in teams that include multiple areas of accountability within the organization.
- Strong interpersonal and relationship skills to interact with Association staff, members, contractors/suppliers, exhibitor/sponsors, agencies and the public; ability to diffuse conflicts using tact and discretion in an effective and timely manner
- Committed to achieving results, demonstrating innovation, collaboration and creativity in overcoming obstacles. Organizes time, work and resources to accomplish objectives in the most effective and efficient way. Works accurately and well under pressure. Effective project management skills that result in thorough, organized work and timely outcomes including effective communication on work.
- Making client satisfaction a priority and at the center of all decisions. Providing service excellence to internal and external clients.
- Contributing to the development of a collaborative team environment where team members ultimately achieve established goals.
- Treating everyone fairly and equitably; maintaining high ethical standards.
- Safeguards confidential and sensitive information.

**Environment and Equipment:**

- Works primarily in an office environment with some travel to conferences, events and seminars
- Valid Ontario drivers license
- Responsible for proper care and usage of equipment
- May require the lifting and movement of materials and supplies
- 35-hour work week

**Supervisor:**

- Director of Membership Centre

**Deadline:** December 11, 2020

Resume's should be submitted to [careers@amo.on.ca](mailto:careers@amo.on.ca) by 4pm on the deadline date.  
Include reference number **MEMEC2020** in the subject line.

(updated 2020 )