



Job title: **Public Programs Coordinator**
Supervisor: Director of Education
Hours of work: Full-time

Job Summary:

The Public Programs Coordinator is a member of the FortWhyte Alive Education Team with a special focus of responsibilities revolving around the development, implementation, delivery, and promotion of public programs and special events. This full-time position has a flex schedule dependent on programming, but consists of 5 days/week with some evenings and weekends.

Principal Tasks:

Public Programs Development and Implementation (55%)

- Research and develop opportunities for innovative new, revenue generating, public programming and special events that attract current FortWhyte members and draw in first time visitors with varied interests including families, birders, seniors, youth, fitness enthusiasts, and more
- Work with the Director of Education, Communications Manager, and Communications and Development Coordinator to develop an annual public programming strategy
- Collaborate with Education Team for other, revenue-neutral program planning
- Initiate and finalize details for the public programs calendar, on a quarterly basis
- Update the FortWhyte website with details on upcoming public programs and events
- Implement the revenue generating public programs including coaching interpreters and volunteers on required duties
- Coordinate Goose Flights in collaboration with the Volunteer Services Manager
- Coordinate space requirements for public programs with Hospitality and Group Services Manager
- Initiate, build and maintain partnerships with Manitoba artists, outdoor recreation leaders, specialized presenters, environmental leaders/consultants, Aboriginal leaders and other relevant individuals, organizations, associations and businesses to enhance FWA public programming capacity
- Brainstorm with other staff for new public programming ideas
- Consult with the Volunteer Services Manager on the availability of volunteers at both the development and implementation phase of public programming
- Prepare list of volunteer requirements for each quarterly calendar of events
- Support and direct a team of volunteers who in turn support operations
- Work with the Communications Manager and Communications and Development Coordinator to promote Public Programming and Events via social media networks, mass email communications, the website, onsite signage and FW video screens
- Prepare all supplies and equipment needed for public programs
- Analyze, evaluate and document the outcome of the public programs
- Collaborate with outside organizations and oversee Paddling Open Houses
- In conjunction with other staff, keep a record of necessary boat maintenance requirements throughout the paddling season

Events (40%)

(Including, but not limited to: The Great Escape, Lake Shaker, running and bike races)

- In collaboration with the Management Team develop and adhere to annual budget guidelines for special events to meet or exceed established goals
- Research, develop and implement new and innovative events that generate revenue and increase FortWhyte Alive's profile across the community
- Organize and manage all logistics for public events including equipment rentals, permits, medical/first aid, security, hospitality, etc.
- Liaise with sponsors, suppliers and other key players to ensure the success of each event and ensure proper recognition is met
- Liaise with Communications Manager and Communications and Development Coordinator to develop and produce all collateral and promotional material required for each event such as tickets, registration forms, posters, mailings, and website
- Maintain detailed records on each event
- Collaborate with the appropriate staff to assist with the planning and execution of each event

Other duties as assigned (5%)

Required Qualifications:

University degree preferably in Recreation Management or other relevant experience

Related program development and event coordination experience, with the ability to think creatively and demonstrate innovation

Experience working with varied groups including children, youth, families, etc.

Outdoor adventure experience including paddling/kayaking

Demonstrated organizational and communication skills

Self-starter with team player qualities

Strong customer service skills

Assets:

Experience with Word Press

Knowledge of Manitoba flora and fauna, Manitoba ecosystems and emerging environmental issues

Certification in First Aid and CPR

Other:

Access to transportation

Satisfactory child abuse registry and criminal records check (required before position begins)

Please send your resume to jobs@fortwhyte.org by September 16, 2016