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Craft Alliance Atlantic Association

OPERATIONS COORDINATOR

JOB DESCRIPTION

Reporting to the Executive Director of **Craft Alliance ~ Alliance métiers d'arts**, the **Operations Coordinator** will carry out all functions relative to the organization, execution and successful production of B2B trade events on an annual basis, including the annual Craft East Buyers' Expo and trade shows as outlined in the job description.

The **Operations Coordinator** will be responsible for all administrative logistics in the production of the association's annual trade show schedule and related events. The coordinator will assist in the development and implementation of marketing strategies in the growth of our trade show program. The position will be responsible for working within the specified project budgets.

The **Operations Coordinator** will manage the production of concurrent events & activities as they relate to trade show development within the organization. These include but are not limited to trade shows, online virtual marketplace, special projects, workshops, awards program, social media and marketing. The coordinator will also have the responsibility to maintain and update websites as well as the communication of information from the organization to trade show clients, attendees and the broader industry.

Specific responsibilities of the **Operations Coordinator** include, but not limited to, the following:

- Provide necessary information to the exhibitors in general and professionally deal with issues and challenges presented by clients. Be comfortable in making presentations to clients and contractors.
- Assist in the development of operational budgets for various trade show projects and maintain appropriate records. Work within the adopted budget to produce successful trade shows and events.
- Preparation of appropriate communications and advertising copy, ensuring insertion dates are met. Preparation of requisitions for print & digital campaigns. Coordinate with the Executive Director and other contractors: web design, graphic design and independent printers regarding printing and design requirements for print and web services.
- Coordinate with Executive Director, the preliminary design concept for upcoming trade shows and events to include event promotional materials and required media campaigns.
- Prepare and initiate pre-show event information to current and potential clients including event materials and continued liaison with clients within the Atlantic Provinces. Produce all event registration materials, newsletters and follow-up materials, surveys and reports. Maintain and update CRM and client databases.
- Assist in the development and implementation of marketing strategies; including the Incoming Buyers program, educational programs and trade missions. Increase retail buyer networking through contacts, newsletter and online engagement.

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- Work with Executive Director on trade show contracts and continue liaison with show contractors and venue management. On-site trade show management for events, inclusive of move-in/move out; staffing registration desk; computer and registration requirements; catering; security; troubleshooting; signage, and overall event management.
- Arrange seminar logistics for educational sessions at events; including technical equipment, presenters and venues. Assist in production of the annual Awards for Excellence - ACCAE awards ceremony
- Preparation of annual Coordinator's Report's to committee's and the Board of Directors which will include, but not limited to: survey results, program applications, registration, staffing, seminars, venue, schedules and deadlines. The coordinator will also report on trade show progress and make recommendations for the successful production of current and future shows.
- Attendance at committee meetings when required. Assist Executive Director with coordination of meetings. Other duties as assigned by the Executive Director from time to time.

Candidates for the position must have a minimum of 5 years' experience in event management and planning, along with marketing and communications skills to include: website management, online marketing & social media experience. MUST be proficient in MS Excel, Access databases and CRM programs. Experience working in the non-profit sector or in a trade association environment is desirable. Bilingualism an asset.

Experience in small business development, the craft industry or the retail giftware industry would be beneficial. A university degree or diploma in business, event management or communications is desirable or a combination work experience and education. CITP Certification in International Business desired. This is an "in-office" position and is based in downtown Halifax, NS. This position is a full-time 35 hrs. per week. The position will require overtime and weekend work hours, especially during scheduled events. Some travel maybe required (subject to public health guidelines). The organization does have an employee COVID-19 Vaccine policy, candidates for the position will be required to provide proof of vaccination, before an offer of employment is made.

Candidates must be a Canadian Citizen or Permanent Resident and eligible to work in Canada at the time of application.

Salary in the Range of \$40,000. - \$45,000. per annum, depending on experience

Applicants **MUST** include a cover letter with resume outlining experience relevant to the position, via email, as one (1) attached PDF document to: Bernard M. Burton, Executive Director bernard@craftalliance.ca

Deadline: Open Until Position is Filled

Only those selected for interview will be contacted.

Please Note: Applications received for this position without a cover letter as indicated, will not be considered

Craft Alliance Atlantic is committed to employment equity and diversity in the workplace and welcomes applications from Indigenous persons, African Canadians, persons with disabilities, racially visible minorities, women, and persons of any sexual orientation or gender identity. Consistent with the principles of employment equity, the primary criterion for appointment to this position is Ability, Qualifications and Performance. Candidates who identify as a member of one of the afore-mentioned groups, and who wish to have the application considered as such, are invited to self-identify in the cover letter.

Updated: October 25, 2021

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