



Westerner Park

# Event Sales & Production Assistant Manager

13-14 Month Maternity Term

---

**Westerner Park is Western Canada's Event Centre... Your Home for Celebration! We provide premier facilities and service for agriculture and trade, sports and entertainment, conferences and meetings. We are community and team focused and continually growing.**

**Under the direction of the Event Sales & Production Manager, the Event Sales & Production Assistant Manager is a key member of the Event Sales and Production Department and assists the Department in achieving sales projections.**

---

Under the direction of the Event Sales & Production Manager, the Event Sales & Production Assistant Manager is responsible for:

## **Events and Booking**

- Responding to initial booking inquiries for events including, but not limited to:
  - ◊ Tradeshows
  - ◊ Banquet events with over 400 guests
  - ◊ Hockey Games
  - ◊ Graduations
  - ◊ Conferences with over 400 guests
  - ◊ Westerner Day's 'Grub Hub'
- Determining contractual agreements and terms within the parameters of the pricing schedule
- Supporting Major Event Coordination such as CFR Trade Show, With This Ring...Bridal Gala and the Christmas Market
- Executing contracts to lessees and ensuring that events are listed in the sales booking system on all appropriate dates with contract numbers
- Coordinating with clients on all required back up information and ensuring information is prepared for distribution with the back up sheets, bar sheets, sign in sheets, and floor plans on AutoCAD
- Controlling of all contracts, which includes filing, typing, mailing and all other correspondence involved
- Assembling and distributing back up information to various departments and support services, including event confirmation forms on a weekly basis
- Requesting and distributing appropriate parking passes as required for each event from parking department
- Meeting with clients for tours of facilities
- Answering general inquiries about Westerner Park via email, phone or drop in clients
- Provide back-up support for Event Sales & Production Manager at events

## **Financial Management**

- Acting as a liaison with the Finance Department on all stages of the contracts
- Preparing all billing requirements for the Finance Department
- Collecting of delinquent accounts upon notification from the Finance Department



Westerner Park

# Event Sales & Production Assistant Manager

13-14 Month Maternity Term

---

## Sales Booking System

- Coordinating with the Sales team and other departments to maintain upkeep of the CRM Sales Booking system

## Marketing & Sales

- Creating annual goals and extra sales for this area of the sales department
- Distributing surveys and collecting feedback from events
- Providing assistance to the Events Sales & Production Manager with the development of sales forecasts and departmental budgets

## Additional Duties

- Attending all Event Sales and Production Department and general staff meetings
- Compiling and distributing backups for all departments and support services for the Westerner Days Fair & Exposition
- Assisting with coordination with physical and electronic filing system as required
- Performing any other duties assigned by Event Sales & Production Manager

## QUALIFICATION REQUIREMENTS

The Event Sales & Production Assistant Manager will have:

- Post-secondary education in business, events, or related program; or equivalent experience
- A preferred 4 - 5 years experience in proactive sales, event planning large scale events
- The ability to initiate and manage multiple projects with close attention to details
- Excellent organizational, communication and interpersonal skills; a strong team player
- Available to work evenings, weekends, and flexible hours as required
- High level professionalism
- Strong computer skills and desktop publishing experience (Microsoft Office programs preferred) and industry specific show programs. Working knowledge of AutoCAD is recommended
- Must have valid Class 5 Driver's License

## AFFILIATIONS

Westerner Employee Association — Exempt

## TO APPLY

Please email your Cover Letter and Resume to Human Resources with your name and the name of the position you are applying for in the subject line to [HR@westernerpark.ca](mailto:HR@westernerpark.ca)

**This job description is not intended to be all inclusive and Personnel may perform other related duties as requested to meet the ongoing needs of the organization.**

**Thank you for your interest with Westerner Park. We look forward to reviewing your application**

**Important Message:** We thank all those who apply. Only those selected for further consideration will be contacted. This position will remain posted until a successful applicant is found.

**Westerner Park supports diversity in all our human resources practices.**