



Job Description

Tourism Event & Communications Planner

Holiday Alley and Homes for the Holidays

Red River North Tourism

A Little History

Up until now both [Homes for the Holidays House and Heritage Tour](#) and [Holiday Alley](#) have been lead largely by volunteers in the Selkirk, St. Clements and St. Andrews communities (just north of Winnipeg.) With over 100 volunteers behind the scenes, these two tourism initiatives have been so wildly successful they have drawn thousands of people to their events since 2015 and donated tens of thousands of dollars to local charities.

In 2020 Holiday Alley will be in its 4th year and will be hosted in downtown Selkirk Nov. 27-28, 2020.

The Homes for the Holidays House and Heritage Tour will be in its 6th year and will be hosted on December 3, 4 & 5, 2020.

To help these events grow and do even more good in the community it's now time to invite a talented Event & Communications Planner to join the team. The volunteers will continue to have a role, but they know they need a dedicated event and communications planner to lead the day-to-day operations and to look for new ways to grow and advance these two tourism events.

The Job Period

The **Communications & Event Planner** position for Homes for the Holidays and Holiday Alley is a half-time, year-round contract position and starts as soon as the best candidate is found. The position reports to Red River North Tourism, with guidance from volunteer mentors who have created and led the projects up until now.

Duties

Typical duties **January to July** include working alongside volunteers to:

- Source funding through grants, sponsorships, private donors, advertising
- Attend two monthly volunteer meetings in Selkirk
- Help volunteers host a sponsors and volunteer Thank You BBQ
- Plot and plan the details of each event
 - Confirming with volunteers which properties are on the Homes for the Holidays tour
 - Confirming which events will return to Holiday Alley and what new ones can be added
 - Identifying and building partnerships with local organizations and businesses who want to be involved in bringing their talent, treasures and time to add new ideas and new projects to the events
- Issue invitations and select participants in the core Holiday Alley projects such as:
 - Sunova Makers Market
 - Entertainers, music, performer stages
 - Soup Cook-Off (organized by Riverside Grill.)
- Develop a communications plan that itemizes what current communications tools will need to be refreshed or new ones created (both projects have regular graphic designers and videographers who developed the brands)



Typical duties **August to November** include:

- Attend weekly volunteer meetings in Selkirk
- Develop and track logistics
 - Work with volunteers
 - Work with the local municipalities for any services they provide to support the projects
 - Work with partners who are bringing their ideas and projects to the event
- Lead communications and marketing tools
 - Manage the design and printing of the tour program (a templated program)
 - Manage social media postings on a daily basis (Facebook, Twitter, Instagram)
 - Manage media relations, writing press releases & general communications duties.
 - Assist in website management (postings, updates, maintenance on a Wordpress-based site)
 - Work with Photoshop / InDesign to do some in-house design work
- Keep funders updated and engaged
- Finalize the Sunova Makers Market details

Typical duties during the events:

- Be on hand to manage logistics and trouble shoot
- Deliver timely communications tools (media interviews, social media, video shoot) during the events

(The Event & Communications Coordinator must be available to work full time the week leading up to, and the weekends of Holiday Alley Nov. 27-28, 2020 and Homes for the Holidays House and Heritage Tour December 3-4-5, 2020.)

Qualifications

- Creative, clever, adventurous, fearlessly able to imagine and pitch crazy ideas that celebrate art, craft, culture, music and diversity
- Kind and gentle with volunteers and able to motivate them to support the core vision
- A passion for tourism and creating community-driven events
- Experience in marketing and logistics (communications, event management, etc.)
- Available to be in Selkirk weekly
- Ability to live in Selkirk, St. Andrews, St. Clements during the week of the two events.
- Able to multi-task and meet deadlines
- Self-motivated, self-driven, but also works well with others
- Knows how to start and complete projects from beginning to end
- Excellent writing, editing and proof-reading skills
- Technical A/V, graphic design or video editing skills a benefit
- Fun-loving



Contract Terms

- Start date: As soon as possible.
- End date: December 31, 2020
- Position is 20 hours a week on average and 30 hours a week mid-November to mid-December
- Must be available to work the week leading up to, and the weekends of Holiday Alley Nov. 27-28, 2020 and Homes for the Holidays House and Heritage Tour December 3-4-5, 2020
- Reports to Red River North Tourism and will work closely with many volunteers
- Pay range from \$17 - \$25 per hour (depending on experience)

To apply please send a cover letter and a resume to info@holidayalley.ca

DEADLINE: 8 pm, February 14, 2020

Thanks for applying!

