

SHERBROOKE RESTORATION COMMISSION
JOB POSTING



SPECIAL EVENTS MANAGER

Location: Sherbrooke Village, Sherbrooke, Nova Scotia

<http://sherbrookevillage.novascotia.ca>

Job Type: Full-time, 6-Month Term Contract (non-union)

Language Required: English

Closing Date: Friday 21 March 2025

About Our Opportunity

Sherbrooke Village, Nova Scotia's largest living history museum, is looking for a Special Events Manager to coordinate a Winter Holiday event on the theme of a Victorian Christmas, engaging local volunteers and partners to deliver this community festival. This opportunity builds on three decades of the award-winning volunteer-led Old-Fashioned Christmas at Sherbrooke Village. Through this and all other programming, we seek to improve the enjoyment and understanding of authentic Nova Scotian histories through our interpretive programs and to create remarkable experiences in our unique 19th century rural village setting.

This role works closely with different internal and external teams, including marketing and maintenance, to realize an ambitious revitalized festival utilizing the strengths of our rural community. It also networks with Tourism Nova Scotia, artisans and local businesses, to attract new audiences to the eastern shore in the off-season.

Primary Accountabilities

- Lead the strategic development of experience enrichment and revitalization of a marquee special event.
- Recruit and manage teams of volunteers for event production and execution.
- Provide senior-level expertise to staff teams on planning, coordinating and implementing a range of public engagement initiatives and event projects linked to the Museum's programmatic goals, audience and community development, and new market growth.
- Support re-branding, creation and execution of marketing plan with external consultant
- Build and maintain relationships with new and existing partners, and support community outreach initiatives
- Delivery of an event that meets defined key performance indicators including audience targets, community engagement goals and budget.

Qualifications and Experience

EXPERIENCE ENRICHMENT

- Demonstrated experience in strategic concept development and successful brand positioning of events and new experience products.

- Demonstrated experience leading and coordinating the conceptualization, creation, execution and evaluation of creative designs for events and performances, including experience providing technical guidance, producing and/or sourcing production.
- Demonstrated experience contributing to business development strategies related to events planning.

EVENT MANAGEMENT

- Prior professional experience in event management to plan and coordinate event design and production initiatives from concept to completion including the development of business cases, organization of logistical arrangements, acquisition of volunteers, materials and support services, ensuring successful events.
- Knowledge and experience in continuous improvement and methodologies to ensure effective and efficient use of time, money and resources throughout the entire events life cycle.
- Ability to provide budget targets and adhere to budgets.
- Strong organizational skills and ability to meet tight deadlines.

RESEARCH, DEVELOPMENT AND EVALUATION

- Advanced research and development skills to seek and identify new ideas and concepts that will enhance existing event programming and cultivate new audiences and markets.
- Demonstrated ability to maintain a business outlook when evaluating existing programs for enhancements/changes that provide greater return on investment and when developing new experiences and product enrichment initiatives.

LEADERSHIP, COMMUNICATION AND INTERPERSONAL SKILLS

- Advanced leadership skills to oversee the coordination and supervision of staff, volunteers and partners on high profile, complex projects.
- Strong interpersonal skills with proven ability to work effectively with a wide range of professionals, including sponsors, while fostering and developing a collaborative team environment, ability to troubleshoot and resolve contentious issues.
- Advanced writing and editing techniques to develop strong communications plans and promotions.

MANDATORY

- A valid Nova Scotia driver's licence or equivalent
- Criminal Record Check

Working Conditions

This role is a flexible full-time term contract (average 35-hour per week) that requires an individual with a seven-day availability including evenings, weekends and holidays as needed, primarily during event production September through December.

Contract Salary: \$27,500 – 6-month term contract with a possibility of becoming a permanent position. Benefits are available.

Expected Start Date: June 2025

To apply, send your CV or resumé along with a cover letter. Please combine all attachments as a single PDF and email to **Sherbrooke.ED@novascotia.ca** by Friday 21 March 2025.

No direct queries by phone or email please. We thank applicants for their interest, however, only those advancing in the process will be contacted.

We're committed to diversity and equitable access to employment opportunities based on ability. Your unique contributions and talents will be valued and respected here. We strive to build a team that reflects the diversity of the communities we serve and encourage applications from traditionally underrepresented groups such as women, visible minorities, Indigenous peoples, people identifying as LGBTQ2SI, veterans, and people with disabilities.