



YELL Canada

Job Description – Events Manager

- ✓ Are you a connector, catalyst, and someone who enjoys curating experiences for diverse audiences?
- ✓ Are you passionate about youth programming & entrepreneurship?
- ✓ Are you looking to lead a project from idea to fruition in a short & energized period of time?
- ✓ Are you the type that gets a shiver of excitement when thinking of juggling multiple tasks and priorities at once?

This role provides a great platform for someone looking to take the lead on producing events in the youth entrepreneurship and education space.

What we do

YELL is a registered Canadian charity inspiring entrepreneurial thinking. We partner with educators and community leaders to deliver real-world programming in classrooms, investing in young minds and helping them to navigate an increasingly uncertain future.

We focus on

- Increasing youth confidence, resiliency, and adaptability in the face of rising levels of youth anxiety
- Reigniting lifelong learning and curiosity
- Facilitating activities for youth to practice courage and integrity through uncomfortable real-world learning
- Broadening and expanding youth's imagination for career and post-secondary opportunities
- Connecting youth to a local support network of mentors and leaders who can provide sustained guidance
- Sparking and increasing community awareness and civic pride

Some of BC's leading and most innovative school districts are already working with YELL, and over the next few years, YELL will be taking its new approach to partnering in the classroom across Canada

What you will do

As the Events Manager you will be responsible for the design, project management, and production of two large events: YELL's Annual Venture Challenge, and Western Canada's Young Entrepreneur Showcase (more info at the end of this document). The Events Manager's time and accountability will be equally split between these two events and their respective partners.

This is a front facing role with an emphasis on project management and event production – you will find yourself consistently on the go and in conversation, juggling multiple priorities, and working with staff, volunteers, and various stakeholders in the business and education communities. The Events Manager is an expert at juggling priorities, translating, taking care of others, and managing the fine details to make someone's experience seamless and excellent.



Key Areas of Accountability and Duties

- ✓ **Event Management & Production**
 - Work with, and get sign-off from, YELL team and all event partners for event design & planning
 - Lead project management from start to finish, including full-day event execution and post-event wrap-up
 - Maintain and keep a critical path action plan
 - Manage all event aspects, including, but not limited to, hospitality, venue, A/V, ticketing, registration, communications, volunteers, food & beverage, scheduling & arrivals, transportation & accessibility, stakeholder stewardship, and logistics.
- ✓ **Volunteer Management**
 - Manage and source both a team of volunteers to assist in the months leading up to the events and a team of volunteers for the day of the events
 - Manage event volunteers' training, onboarding, and adherence to organizational policies & standards
 - Ensure all volunteers feel valued, appreciated, and taken-care of
- ✓ **Finance, Business Development, & Administration**
 - Accountable for maintaining and staying under and within budget, with regular budget updates and reporting
 - Administer and coordinate event budgets, receipts, payables, and other budget related items
 - Work with YELL Development Manager and other partners to source and confirm event sponsors, ensuring revenue positive events
 - Create and administer all measurements, learnings, and evaluation activities
- ✓ **Communications Guru**
 - Create a plan and take the lead on social media & digital activities pre, during, and post events.
 - Work with designer to create brand-aligned marketing and program materials for multiple stakeholders, including event website, printed program, signage & more.
 - Create and distribute follow-up reports with the various stakeholders, including event partners and sponsors
- ✓ **Event Programming**
 - Source & support speakers, panelists, judges, and other volunteer presenters
 - Design and create event programming (pre, post, and during) for various audience groups, including students, parents, mentors, partners, VIPs, & more.
 - Thoughtfully create an atmosphere that both inspires entrepreneurial thinking and intergenerational dialogue, and engages in a national dialogue on youth innovation

Why you will succeed? You bring with you:

- ✓ 5+ years' experience in event & project management, youth programming, or related roles
- ✓ Proven capability to manage and produce large-scale and multi-stakeholder events
- ✓ A degree in higher education or a demonstrated alternative personal and professional development path that you believe to be equivalent
- ✓ An entrepreneurial mindset and deep experience working with leaders in the business and entrepreneurship community



Inspire Entrepreneurial Thinking™

- ✓ Proficiency in using and setting-up various digital tools to for community management and communication, including Instagram, Twitter, LinkedIn, Excel, PowerPoint, squarespace, mailchimp, CRM software, Word mail merge, and more
- ✓ Proficiency in marketing and communications and public relations
- ✓ A track-record of taking initiative and quickly solving issues that arise
- ✓ A superb ability to engage people from all backgrounds, in person and in writing
- ✓ A deep passion for education and youth
- ✓ An ability to work on the-go and in a team setting in cafes or co-working offices
- ✓ Multilingual an asset
- ✓ Design, Photography, Videography experience is an asset

How to apply:

Please submit your resume and cover letter to info@yellcanada.org.

This position is a fixed contract position, ending June 30, 2018, and reports directly to YELL's Executive Director. Contract will be pro-rated to a full-time annual equivalent rate range of \$50,000 to \$55,000.

Individuals will be considered for hiring as soon as applications arrive.

We thank all applicants for their interest, but only candidates receiving serious consideration will be contacted. No phone calls or agencies please. Posting is open until February 15, 2018.

MORE INFORMATION ON THE TWO EVENTS

YELL's Annual Venture Challenge

Imagine a high school's Dragons Den! Hosted annually, YELL's Venture challenge features teams of high school students competing against each other by pitching their game-changing start-up ideas to entrepreneur and investor judges. This event is the culminate of 8 months of work by students enrolled in a for-credit high school entrepreneurship course supported by YELL, currently available to students at over 50 high schools in BC. Programming for students, families, entrepreneurs, mentors, and educators.

Western Canada's Young Entrepreneur Showcase

The biggest youth innovation showcase to hit Western Canada! In partnership with the launch of Canadian Innovation week, and produced in partnership by YELL, PowerPlay young entrepreneurs, and Rideau Hall Foundation. Make history with us as we celebrate, inspire, and showcase Western Canada's brightest and most engaged young entrepreneurs and innovators aged 10-18. Interactive activities for all ages, including a young entrepreneur showcase, entrepreneur pitches, keynote speakers, innovation resources, inspirational panels, innovation workshops, and design challenges.