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## PROMOTION & EVENT COORDINATOR

### TA/Full Time Employment Opportunity

Reporting to Marketing Manager, Event Services, the Promotion & Event Coordinator is responsible for coordinating and implementing assigned events plans. Events may include casino gaming and entertainment promotions, liquor store promotions, Manitoba Liquor & Lotteries festivals, and other types of special events as assigned. The position entails acting as a liaison with industry & non-industry suppliers, internal stakeholders, and has a high degree of interaction with customers during event execution and post-event follow-up.

#### Duties:

- Coordinate and implement the tactical elements of assigned events in accordance with approved event plans, policies and procedures.
- Provide constructive pre/post-event feedback to the Marketing Manager, Event Services to identify opportunities for future events.
- Work with Quality Assurance, Internal Audit, ITS and other key stakeholders to develop, test, and approve new promotional event mechanisms and equipment as directed.
- Install, maintain, and remove event signage as directed.
- Procure, set-up, and remove creative and attractive displays in accordance with approved event plans to maximize exposure and drive attendance/participation.
- Procure event pricing, décor, and other event elements within established budgets and in accordance with Manitoba Liquor & Lotteries purchasing policies.
- Maintain the security and privacy of customer information at all times.
- Coordinate and communicate event logistics with operational partners.
- Ensure all events are conducted with the highest degree of integrity and follow established policies, procedures, and guidelines.
- Maintain complete records and accurate event files.
- Provide relevant event information in a timely manner for post evaluation purposes.
- Contact promotional finalists, winners, and/or invited guests in accordance with established procedures. Maintain accurate contact files.
- Issue, track, and maintain winner and finalist paperwork within established procedures and guidelines.
- Conduct ballot audits.
- Engage with customers during event execution.
- Conduct stakeholder meetings and send out communiqué relevant to coordination of events and program specific activities.
- Encourage a climate that supports diversity.

#### Primary Qualifications:

- Certificate/Diploma in a recognized Event Planning or Marketing program, or an equivalent combination of education and experience.
- A minimum of three years demonstrated large-scale event coordinator experience.
- A minimum of two years' experience working in a diverse, customer centric environment.
- Demonstrated experience working both independently and within a team environment.
- Excellent communication, public relations and interpersonal skills.
- Excellent organizational and multi-tasking skills with an eye for details.
- Intermediate skills using Microsoft Office (Word, Excel and Outlook).
- Have and maintain a valid Manitoba Class 5 driver's license.
- The core competencies for this position include achieving quality results, adaptability/managing change, communication, customer service, decision making and problem solving, integrity and building trust, teamwork and cooperation and valuing diversity. These competencies are deemed important for the success of the position and organization.
- Ability to work a variety of shifts based on the requirements of a twenty-four (24) hour per day, seven (7) day per week operation.

#### Secondary Qualifications:

- Familiarity with the use of graphics software.
- Bilingual (French/English) language skills.
- Understanding of project management principles and delivery of projects.

**Salary:** \$25.08-\$30.87  
**Bargaining Unit:** CUPE  
**Location:** Club Regent Casino & McPhillips Station Casino

Individuals should apply by completing our online application form at [www.mbill.ca/jobs](http://www.mbill.ca/jobs) or by submitting a resume and application to:

Email: [careers@mbill.ca](mailto:careers@mbill.ca)  
Mail: Human Resources  
1555 Buffalo Place  
Winnipeg, Manitoba R3C 2X1

All applications are due by **June 22, 2017**.

We thank all interested applicants, however, only those selected for interviews will be contacted.