

## **ACTIVATION COORDINATOR**

TA/Full Time Employment Opportunity

Reporting to the Manager, Partnerships, the Activation Coordinator is responsible for supporting the planning and organizing of activities and events associated with Manitoba Liquor & Lotteries' (MBLL) various sponsorship and partnership sales programs. The incumbent provides event support to the Sponsorship Program Coordinators and Partnership Sales Coordinators for their associated event portfolios. This position acts as a community ambassador, liaises with event organizers, and organizes and leads event volunteers.

### **Duties:**

- Support the coordination of approved sponsorship and partnership sales initiatives, special events, event promotions, and related activities from concept to execution.
- Support the execution of all leveraging for approved activities regarding assigned special events and/or promotions (i.e. giveaways, accommodations, financial requirement, etc.).
- Act as a MBLL Ambassador at assigned Corporate and Community Events.
- Assist in creating and providing extensive and detailed event information in Event Summaries for distribution to Board members, Legislative Representative(s), executive/senior management, and public groups. Distribute support materials as required (i.e. invites, event tickets, etc.).
- Assist in managing activities of volunteers and participants including schedules, responsibilities, materials, and privileges associated with sponsored events.
- Act as a liaison with various levels of not-for-profit and/or charitable organizations that MBLL has partnered with through the sponsorship and partnership sales programs.
- Assist in preparing event activation plans and coordinate activities/logistics for sponsorship and partnership events with internal stakeholders (i.e. Food and Beverage, Security, Customer Services, etc.).
- Work with the Sponsorship Program Coordinators and Partnership Sales Coordinators to assist with corporate and community volunteers and event organizing committees for successful execution of MBLL supported events/programs.
- Manage all assigned event logistics and attend events representing MBLL in the community, within the Casinos, Liquor Marts and Corporate offices.
- Implement all assigned event related tasks (i.e. event draws and prize promotions, operation of food & beverage and entertainment promotions) to ensure a smoothly run event.
- Support pre-event and post-event communications, prepare collateral materials and arrange promotional materials and merchandise for events, as assigned.
- Participate in tear down activities and transport all materials and equipment, if required.
- Conduct pre-event site visits to review venue features, parking arrangements, and undertake utility requirements checks.
- Work with the Sponsorship Program Coordinator responsible for the Festival Program to manage assigned festival program files and all components that are involved with activating a festival (i.e. volunteer t-shirts, signage, recognition).
- Work with the Sponsorship Program Coordinators and Partnership Sales Coordinators to manage the realization of all negotiated benefits and recognition for assigned sponsorships and partnership files (ie. value of the sponsorship/partnership benefits).
- Provide administrative support to sponsorship and partnership sales programs (e.g., draft correspondence, prepare spreadsheets, coordinate requests, etc.).
- Support the development and implementation of program procedures and databases.
- Assist with managing assigned sponsorship and partnership requests, maintain and assist with the management of the sponsorship and partnership databases.
- Reconcile ballots for prize draw and acquire appropriate signatures for sign off.
- Respond to general public inquiries on sponsorship and partnership sales application processes.
- Assist in the tracking and maintenance of inventory and related documents.
- Contact vendors to source out required products.
- Create products and/or pricing and displays as required. (i.e. buy signage, create centerpieces, create prize baskets, etc.)
- Execute internal/external contests (questions, promotional materials, write rules/regulations, distribution of prizes etc.)
- Assist with sponsorship and partnership reviews and report findings to Management, as required.
- Provide training/mentorship to term employees and summer students, as required.
- Maintain monthly ticket tracking spreadsheets for Management detailing the specific use of each ticket received under a sponsorship agreement.
- Work with various departments to coordinate involvement in sponsorship and partnership activation (advertising, communications, promotional items, etc.)

### **Primary Qualifications:**

- Completion of a Grade XII High School diploma or G.E.D. equivalent.
- Two years' experience in a related field. Previous experience in event planning and organizing, as well as customer service.
- Excellent communication/public relations skills and strong analytical and organizational skills.
- Intermediate skills in Microsoft Office (Word, Excel, Power Point and Outlook).
- Have and maintain a valid Manitoba Class 5 Drivers License is required.
- Demonstrated experience in the use and maintenance of databases.
- Post-secondary course(s) in Marketing, Hospitality or Tourism are considered an asset.
- Previous experience working in the community in a volunteer capacity is an asset.
- Formal designation in Event Coordination through the Canadian Tourism Human Resource Council is an asset.
- Gaming, liquor or related industry experience is considered an asset.
- Experience working with a broad range of clients from community organizations, major businesses and volunteers is an asset.

### **Secondary Qualifications:**

- Bilingual (French/English) language skills.

*\*\*\*Testing may form part of the screening/selection process. Employment Equity will be a factor in the recruitment process. Circumstances may arise where the bulletin may need to be withdrawn or the number of positions may need to be increased, depending on the Collective Agreement.*

**Salary:** \$21.42-\$26.37

**Bargaining Unit:** CUPE

**Location:** Buffalo Place

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

**All applications are due by May 17, 2022.**

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