



## **Event & Engagement Coordinator**

### **The Big Picture**

You are a self-starting, quick-thinking, collaborative leader that brings positive energy and a keen eye for detail to this multi-faceted role. You will be a primary supporter and leader for 1 team leading 2 brands working together in 1 office – Learn2 + Women in Leadership and Business (WILB). Both brands operate with the same team of industry leaders in learning, development and engagement. You get to define and refine the processes to encourage amazing experiences with new business development.

When you wear your WILB hat, you coordinate event operations, venue logistics, sponsor & speaker relations, marketing campaigns & support, and support the CEO. You see the fruits of your effort come to life in real and meaningful ways at our annual conference and the online WILB community.

When you wear your Learn2 hat, you communicate with clients to coordinate event operations including packing for programs, venue logistics, client & facilitator relations, marketing campaigns & support clients on live chat; produce custom requirements; and overall administration support.

### **How We Work**

We work together. We collaborate and innovate. We find better ways to achieve results. We avoid reasons – nothing amazing was created from reasons. We ask questions like, “How could we...?” or “Where else has this been solved before?” or “what would it take to...?”. We move quickly. We are fast implementers – and we love to see results when our ideas come to life. We support and promote balance in our lives. We laugh, a lot.

### **You Report To**

The Manager of Making it Happen of Learn2 and CEO of WILB who is also the VP of Program Development for Learn2.



### **You'll Want to Be Good At**

- Showing accountability and results focus by exceeding standards. You effectively plan, organize, develop, implement, and interpret what needs to be done. You own the outcomes.
- Sharing information with others face to face, in writing, and electronically. Communication is key
- Identifying and acting on ways to make things better
- Using available information, solid judgment and instincts to make good decisions
- Guiding others formally and informally by sharing information and feedback to ensure the right work gets done in priority order
- Be comfortable changing direction based on new information
- Solving problems by identifying issues and considering multiple stakeholder perspectives
- Managing your own performance by clarifying expectations, meeting standards, delegating, monitoring and updating performance outcomes, sharing feedback and having courageous conversations to improve outcomes
- Managing projects assigned from start to finish including project planning, effective use of time and resources
- Efficiently and effectively using limited resources of people, time and money
- Thinking strategically by considering organizational objectives, partner and stakeholder perspectives, and short and longer-term needs
- Being comfortable in our world of apps and integrations and be willing to learn new tools. We use Slack, Salesforce, Infusionsoft, EventMobi, Jira, Constant Contact, Slaask, Zapier, Picatic, Uberconference, Hootsuite, Zoom...

### **On a Typical Day You May**

- Work with sponsors or partners to fulfill sponsor obligations like newsletter submissions, social media posts, conference registrations, or program development
- Connect with clients or speakers to get bios, descriptions, headshots to load onto website
- Ensure outreach is happening and prospecting tracking is up to date
- Coordinate projects by documenting deliverables, providing progress reports and setting priorities
- Pack the production materials for the delivery of a program which may include editing and formatting materials to be printed. (Note, there is a physical labour component, and the coordinator ideally can pack and transport program materials up to 50lbs.)
- Coordinate the details of an off-site event



- Post on social media using the content calendar as a guide
- Identify, share and build out ideas to make our conference, community or programs better
- Test the results of a Facebook ad and tweak to repost
- Set up an event in online registration system
- Attend or conduct presentations
- Attend events out of town and invest evening or weekend hours to be a player in the tourism industry

### **You'll Want to Have**

- Experience in a busy team environment where you were the right and left hands for several teams
- Degree in a related field – preferably Events, Adult Education and / or Business
- Success in coordinating and planning events and/or conferences
- Demonstrated diverse project management experience
- Flexibility, a positive attitude, and the willingness to learn new approaches

### **Where We Work**

The Event & Engagement Coordinator works in Etobicoke in our office at 2970 Lake Shore Blvd West. Located on the Lakeshore streetcar line and a bus ride from the Islington TTC station and a bus ride from the Mimico Go Station or streetcar ride from the Long Branch Go Station.

You may attend some Learn2 events and the WILB conference in Niagara-on-the Lake.

### **Hours**

This is a full-time (37.5 hrs/week) position beginning in November 2017.

### **How to Apply**

Please show us how you are the right person for the job. You can do all the traditional stuff and send out what you send out to every other employer. Or you can do it differently and stand out. Your choice and we know what we are looking for. In your application please include:

- A cover letter that addresses why you are a great fit
- Your resume



- Demonstrate creativity in your application. Who said a cover letter & resume has to be a softcopy of paper? We love video + infographics! We love applicants who showcase their strengths.

Screening of applications begins November 13 and will be accepted until the position is filled. We conduct pre-employment screening of all candidates. Please send your application to Amy Dano at [Amy@Learn2.com](mailto:Amy@Learn2.com). Please merge all documents into one file and rename the file with your name, the position title and the date you are applying.

We are committed to providing equal employment opportunities and to achieving an inclusive, diverse workplace that values each individual.

### **About Learn2**

Learn2 is an award-winning people company who changes the way the world works. We support client leaders and teams achieving business goals. We are initiating a world-wide learning and development platform to support clients and people professionals to deliver a higher level of transformation after live sessions.

### **About WILB**

WILB is Canada's premier interactive conference and community for cultivating women leaders of all ages, inspiring them to lead with integrity, and helping them connect in magical ways. WILB is the ONLY conference in Canada that brings together experienced + emerging leaders through both Born2Lead + WILB. The conference is designed for maximum engagement – from risk taking opportunities to comfortable conversations. Our speakers and facilitators provide actionable, "roll up your sleeves" sessions so you actually get work done at the conference, and make an impact right away.