



CITY OF
PRINCE GEORGE

ROLE DESCRIPTION

JOB TITLE: MANAGER, ENTERTAINMENT

DIVISION: PG EVENTS GROUP **SCHEDULE:** EXEMPT

DEPARTMENT: COMMUNITY SERVICES & PUBLIC SAFETY

GENERAL ACCOUNTABILITY:

The Manager, Entertainment is a high profile role reporting to the Director, Community Services & Public Safety and working as part of the Prince George Events Group Team. The Manager provides leadership in attracting and facilitating major events for the City of Prince George and is responsible for all events held in the CN Centre and the five Community Arenas.

The Manager is responsible for marketing and promoting the CN Centre and its services and events, as well as managing events at Exhibition Park. The incumbent is further responsible for ensuring the success of WHL game events, planning and financial decision-making related to events, and for negotiating agreements with contractors and promoters. The Manager works as part of the division's leadership team and participates in mid-and long-range strategic planning.

The incumbent is required to work outside of traditional business hours to ensure the fulfillment of client requirements.

ORGANIZATIONAL STRUCTURE:

The Manager, Entertainment reports to the Director and works cooperatively with the Manager of Arena Operations and the Senior Manager of the Prince George Events Group. The incumbent hires, trains, organizes and co-supervises Event Hosts. The incumbent may oversee other staff related to the execution of event hosting.

NATURE AND SCOPE:

The Manager is responsible for marketing and promoting the CN Centre and its events and services and for ensuring events are held in a professional and safe manner. The incumbent functions as a member of the management team and participates in high-level planning discussions regarding economic impacts and benefits of various events to the City of Prince George and assists in the development of the Entertainment annual budget.

The Manager researches the viability of events, prepares and evaluates event budgets including financial decision making, purchases the services of event suppliers, creates and implements marketing plans, and builds the event appropriately for the expected demographic. The incumbent negotiates and recommends agreements with various contractors to the Director, Community Services & Public Safety and Senior Manager, Prince George Events Group, and supervises all contracted security services for Cougars Events, CN Centre events, shows and concerts.

The Manager analyzes, negotiates purchases, and manages all CN Centre events, concerts and shows. He/she creates event offers, accepts facility bookings, manages payment of event invoices and charges and is involved in financial settlement for events. The Manager prepares and/or coordinates contract agreements for Cougars

events, CN Centre events, concerts and shows, and administers and ensures conformance of rental contracts. He/she maintains and updates various reports and special event listings pertaining to facility usage.

He/she works with other City divisions, facility management teams, employees and a variety of external agencies to ensure there is a collaborative planning approach to events and programs. This must be done in a manner that is consistent with the City's strategic objectives, while achieving demonstrable results. The Manager may assist in the planning, implementation, evaluation and promotion of City-wide special events where required by the Director or Senior Manager, Prince George Events Group.

The Manager represents the Division in radio, television, print and internet interviews. The incumbent is responsible for the preparation and distribution of promotional materials, creates and delivers sales presentations, conducts research and analysis in event marketing and assists in the development of bid packages as necessary. The Manager contributes to City social media and website promotions including artistic design, information updates, email blasts and other promotional strategies.

The Manager works collaboratively with community user groups and stakeholders to determine and execute logistical requirements and creativity with both the development and implementation phases of hosting events. He/she represents the City and makes presentations to various event-organizing committees, groups and societies while seeking out bids for new event opportunities. The Manager arranges tours of facilities, and responds to general and specific phone or written inquiries as necessary.

The incumbent liaises with Operations Staff to coordinate the client's needs and activities in cooperation with administration and building staff, the food and beverage department, volunteers and various service providers. The Manager, Entertainment works cooperatively with the Manager, Operations to ensure the safe and efficient delivery of events, as well as monitor other event services including ticketing. The incumbent coordinates pre- and post-event discussions; analyses logistics and other nuances of the event; and develops, recommends and implements changes to a variety of policies and procedures. The incumbent provides Prince George Events Group staff and vendors with event summaries and updates, and oversees the events to ensure that client needs are met and events proceed as planned.

The Manager acts as an internal liaison with the event industry and builds and maintains professional relationships with a broad range of industry representatives including agents, managers and promoters. The incumbent also handles a variety of special projects, as assigned.

CONTACTS:

This position has a high profile within the community and acts as a media contact for events. The incumbent develops and maintains professional, cooperative working relationships with event industry representatives, WHL team and game staff, agents, promoters, vendors, contracts, and other divisional staff.

The Manager has considerable involvement with various levels of management and staff within the organization. Leadership in developing strategies, fostering alliances and partnerships with stakeholders, partners and associates and other levels of government are required in order to create business solutions that meet the goals of the Division.

The incumbent is expected to act in a proactive manner within the overall divisional team and City organization. There is a strong emphasis on communication and on building and maintaining positive, professional relationships with both internal and external customers. He/she acts as the spokesperson for the Division.

QUALIFICATIONS:

Education: The successful candidate will hold a relevant post-secondary diploma or degree, supplemented by industry specific training.

Experience: A minimum of five years' experience in event promotion and event management experience are required.

Critical attributes include:

- Demonstrated proficiency in each of the City's leadership competencies: Innovation, Strategy, Persuasion, Communication, Delegation, Achievement, Cooperation and Empathy;
- Superior negotiation, communication, and interpersonal skills;
- Considerable knowledge of the special event industry and expertise in directing events when large numbers of the general public are in attendance;
- Demonstrated supervisory capabilities;
- The ability to openly and respectfully communicate in a way that promotes understanding in both verbal and written form;
- Exceptional ability to motivate self and others;
- The ability to foster and maintain positive, cooperative working relationships;
- Sound judgment and decision-making abilities;
- Well-developed research and analytical abilities;
- Strong organizational and time management skills;
- The ability to handle multiple tasks and a demanding workload, and effectively meet deadlines;
- The ability to work within, and contribute to, a proactive team environment;
- Strong customer service orientation;
- Strong computer abilities in a Windows-based environment.

Driver's License: Yes. BC Driver's License, Class 5.
Vehicle Usage: As outlined in Vehicle Infrequent Usage Policy.
Police Information Check: N/A

Prepared by: Diane Bourret
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Revised by: Rae-Ann Emery, Adam Davey
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