

MANAGER OF RENTALS & EVENTS
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JOB DESCRIPTION:**Pay Group 7****1. General**

Reporting to the Director of Marketing, Sales & Visitor Experience, the Manager of Rentals and Events is responsible for the development and execution of the Museum rentals and events, with specific responsibility for management, staff management and operations of sales and revenue targets for facility rentals, events, and tourism group programs. The position requires a flexible schedule as the position holder would be expected to be at events on weekdays and weekend evenings as well as during the day on weekends.

Criminal record and child abuse registry checks will be required of the successful candidate.

2. Key Accountabilities & Typical Duties**A. Priority 1: Business Development and Relationship Management**

To identify and expand programs and partnership opportunities for facility rentals and tourism group programs.

- i. Develop and implement the business plan and strategy for facility rentals and tourism group programs.
- ii. Develop and maintain business relationships with internal and external clients/vendors. tour operators, travel agents and the tourism and travel industry participants.
- iii. Liaise with government tourism, travel and convention and community organizations to provide information and promote increased access to, and visibility of, the Museum, Planetarium and Science Gallery, including partnering with destination marketing organizations. Promote and participate in familiarization tours.
- iv. Participate in tradeshows, networking events and promotions.
- v. Develop policies and procedures related to rentals and events.

B. Priority 2: Marketing and Sales

To effectively market, sell and fulfill the Manitoba Museum rental and event facilities and tourism group programs to achieve the allocated expense budget and net revenue budget.

- i. Execute marketing and sales strategy for facility rentals and tourism group programs.
- ii. Generate business leads to meet annual revenue targets.
- iii. Develop and maintain the execution of a unified calendar related to event bookings and rentals and share it with appropriate parties.
- iv. Work with other tourism agencies/attractions to develop and market packages for tourism groups.
- v. Work collaboratively with all departments to deliver services for rental clients, facilities and tourism group sales programs based on well-articulated and agreed-on procedures and forms.

- vi. Work collaboratively with the Marketing Department to develop the event and rentals marketing campaign in addition to collateral materials and promotional outreach strategies.

C. Priority 3: Rentals Programs Fulfillment

To provide excellent service to clients and follow through on all rental programs' logistical needs.

- i. Conduct on-site client walkthroughs confirming event logistics and requirements.
- ii. Generate confirmed sales lead sheets (booking forms), work to ensure fulfilment and execution to meet contractual requirements for clients renting Museum facilities, including the request for staff/security scheduling, coordination of services and catering, and dissemination of information concerning facilities use to staff assigned to event.
- iii. Ensure adherence to delivery standards by staff working on events and rentals.
- iv. Coordinate the booking of institutional intellectual property requests as it relates to facilities (including location shoots and wedding photography) in collaboration with Collections Management Associate – Human History.

D. Priority 4: Internal Event Support

To provide event logistic support required to host internal events successfully.

- i. Assist with internal event logistics – Book spaces and staff, as well as provide supplies (signage, linens, etc.) and additional logistics assistance as needed. Coordinate with internal staff to select where applicable, and support external vendors (AV, food and beverage, décor, etc.). Internal events include media events and other fundraising and special events.
- ii. Book spaces as requested or required in the booking systems.
- iii. Provide support for programs and additional events and workshops as needed.

E. Priority 5: Financial and Administrative Management

To engage in financial and administrative management tasks as stated below.

- i. Budgeting, forecasting, producing program reports and recommendations, plans, purchase requisitions and budgets.
 - Target, track and evaluate return on investment, generating reports and acting upon data for improved ROI.
- ii. Responsible for all administration functions, for example:
 - Complete required documentation, filling reports and payment procedure for all events and rentals including Society of Composers, Authors and Music Publishers of Canada (SOCAN) related events.
 - Ensure all required licenses for food, beverage and liquor handling onsite are secured and current.
 - Prepare invoices for all rentals.
- iii. Participate in the hiring of staff engaged in rentals and tourism group programs.
- iv. Handle staffing issues such as supervising, managing performance, directing and controlling employees.
- v. Provide training for staff and volunteers that support rentals and events.
- vi. Coordinate the orientation of event volunteers with related internal staff.

F. Other duties as reasonably assigned.

MINIMUM REQUIRED QUALIFICATIONS:

1. Skills, Abilities and Knowledge

- i. Marketing and sales of facility rentals and tourism group programs, including developing and integrating new programs.
- ii. Extensive experience in sales forecasts, budget management and business plan development and execution.
- iii. Ability to communicate effectively, both verbally and in writing.
- iv. Ability to work in an organized and independent manner.
- v. Ability to work effectively and cooperatively in a team environment demonstrating a high degree of interpersonal skills.
- vi. Ability to work well under pressure with composure and accuracy
- vii. Ability to train and coach staff to deliver excellent customer service.
- viii. Strong computer skills including working knowledge of MS Word, Microsoft Excel and PowerPoint.
- ix. Bilingual (French) is an asset.

2. Education, Training and Experience

- i. Two-year Diploma from a recognized program/institute and Food Handling Certificate are required,
- ii. Serving it Safe/Smart Choices Responsible Service Certification required before the start date,
- iii. Minimum of 5 years experience in corporate (e.g., Annual General Meetings, conferences, festivals, etc.), wedding and personal events sales management/event planning and customer service environment with at least two years in a supervisory role,
- iv. Demonstrated ability to create sales and business development plans evidenced by an event sales portfolio,
- v. Must have a valid driver's license, be able to provide proof of current vehicle insurance and have a good driving record,
- vi. Core math competency and computer skills in word processing, spreadsheets (Excel), PowerPoint and electronic communications required,
- vii. Previous experience developing budgets, collaborating across departments and coordinating and developing relationships with external event partners,
- viii. Able to work successfully under pressure, maintaining a positive and professional attitude while handling multiple tasks and assignments, or
- ix. An equivalent combination of education and experience.

This is a full-time permanent position starting in November 2022. Please submit your application to:

Manager of Volunteer & Employee Relations

The Manitoba Museum

190 Rupert Avenue

Winnipeg, MB R2B 0N2

Email: hr@manitobamuseum.ca

Fax: (204) 942-3679

The Manitoba Museum is committed to inclusion and employment equity and welcomes diversity in the workplace. This document is available in other formats and accommodations will be provided throughout the selection process upon request. Contact Human Resources at 204-956-2830 if you have an accommodation request.

We thank all applicants for their interest; however, only those being considered for interviews will be contacted. We are not able to acknowledge receipt of applications submitted via Fax or mail.