

<i>Job Code:</i> _____			
<b>Job Title:</b>	Director of Events	<b>Date:</b>	JAN 2010 – Version 1.1
		<b>Manages:</b>	National / Regional Event Managers
<b>Reports To:</b>	itSMF Canada National Board		

**Basic Accountability Statement**

**Board Accountabilities:**

As a member of the Canadian Board of Directors for itSMF Canada, each board member is equally accountable to ensure that:

- The corporation complies with its stated objectives and business strategy
- Business Plans exist and are adhered to
- Budgets are duly approved
- Directors, managers and representatives report back as required
- Compliance with approved plans and budgets and By-Laws is ensured
- Due diligence is done to inform and report to members

**Director of Events:**

The Director of Events will serve as a member of the Board of Directors of itSMF Canada (itSMF Inc.) as described above. As Director of Events, this candidate will be the key strategist for itSMF Canada's national events, developing the 3, 5 and 7 year vision for national and regional events for the organization. The director will provide oversight and management of national event(s) execution via the Events Manager. The Director will design a strategic business plan, in alignment with the Board of Directors business goals and overall strategic roadmap to generate and maximize membership value and revenue through hosting member events and securing sponsorship. Furthermore, the Director will evaluate all events and will determine their effectiveness and will set specific goals for a cost effective sponsorship program.

**Duties & Responsibilities**

**Primary Functions:**

1. Chair the annual National Event Steering Committee which will provide stewardship over the year's program.
2. Develop a high level business plan (template provided), to assure appropriate integration with Membership and Marketing strategic business plans.
3. Develop and provide oversight on the execution of a detailed Event project plan, which includes but not limited to: provision for event logistics, communications, sponsorship, budget provision, and coordination with the various Board of Directors, Branch Management Teams (BMT) and Operations Management.
4. Create an annual strategic plan for event, travel, cultivation, and works with other directors as well as branch presidents to craft a master calendar and communicate across the membership

5. Provide direction for the National Events. Set and report performance targets such as attendee satisfaction index. Develop and manage a continued improvement program for National and Regional events.
6. Provide guidance and direction to the National Event Manager to execute the National event program
7. Utilize Market Intelligence to develop and set Event themes.
8. Ensure synergy and coordination of events across the organization
9. Provide support systems such as a web registration system to branches
10. Plan and develop “cornerstone” events that can be delivered across the country either Branch by Branch or via technology
11. Act as the liaison with International in the coordination of International Events being delivered in Canada.
12. Develops the budget and forecast for National and Regional Events.
13. Manages and assures ongoing tracking and forecasting of income and expenses associated with assigned events and facilitates comprehensive records, evaluations and reports
14. Outline and assist in developing sponsorship needs for all events, and work closely with the Marketing/Sponsorship team to assure underwriting is secured.
15. . The Director will create targeted strategies and events to cultivate potential sponsors.
16. Communicate effectively (both written and verbal) throughout the organization as well as with external agents, organizations, partners and sponsors
17. As a member of the senior fundraising staff, the Director will play a key part in identifying potential high-end sponsors.
18. Assist with other needs and demands within the growing organization on a need basis; provide creative thought and an entrepreneurial spirit to assure strategic decisions are made around future events and projects for itSMF Canada.

## Qualifications

### General Requirements:

This position is ideal for a talented professional with strong special event, fundraising, strategic planning experience, and excellent organizational and management skills.

- A member of itSMF Canada in good standing.
- Capable of operating at the Director level providing leadership for itSMF Canada
- Superior communication skills, verbal and written, required
- A strong commitment to itSMF Canada and its mission, goals, and values.
- Knowledge and understanding of all revenue sources available to non-profit organizations, such as: major gifts, corporate contributions and sponsorships, etc.
- Proven ability to create, organize, execute and manage national and/or international special events.
- Working knowledge and familiarity with local, regional, national and international philanthropic tools, processes and

practices a plus.

- This position requires some travel.

### Values and Ethics

- Candidates will exemplify a high degree of personal integrity, maintaining high standards of conduct and character in the interests of the itSMF stakeholder community.
- Confident, sincere, honest and fair-minded

### Strategic Thinking

- Able to think strategically, including:
  - Able to set goals and have a vision to lead and promote the annual National event(s)
  - Excellent leadership, business, organizational and management skills; demonstrate ability to maintain successful interpersonal relationships with contributors, volunteers, board members, vendor partners and staff.
  - Proven track record as a senior staff manager must have experience in working in assessing program needs and in formulating and implementing innovative strategies; able to make timely and appropriate changes in thinking, plans and methods in order to deliver the annual National event(s)
  - Able to seek creative solutions to problems and emerging issues; a problem solver
  - A leader, that has participated and/or lead strategic planning activities
  - Maintains a 'big picture' perspective on professional issues and itSMF Canada matters, understanding the relationship and impact on other Board of Director portfolios (eg. Membership, Marketing, Branches, governance etc.)
- Knowledge of itSMF Canada's business objectives an asset

### Engagement

- Dynamic, high level of energy, tenacious approach to promoting programs required; engaging personality that can cultivate strong relationships and work successfully with staff, volunteers and major donors.
- Five years in event/sponsorship development roles with increased responsibilities
- Three to four years experience in a collaborative leadership role
- Excellence in preparing and delivering presentations to a senior leadership audience
- Proactive, possesses an energetic volunteer spirit
- Able to build strong working relationships both internally and externally
- A 'people person' – able to display empathy, interest, good listener, and a good sense of humour. Be a source of inspiration, able to unite team members and key stakeholders

Management Excellence.

- Driven to achieve results
- Have developed budgets and met or exceeded budgeted targets
- Working knowledge project and event planning methodologies and practices
- Intermediate to advanced Microsoft Office skills
- Board members are expected to participate in monthly Board of Directors meetings, held the last Wednesday of each month.
- Outstanding ability to manage multiple priorities and projects while working as part of a team.