



### External Relations and Events Coordinator

*The mission of Columbia Bible College is to equip people for a life of discipleship, ministry, and leadership in service to the church and community.*

Department:	Development
Faculty/Staff/Management	Staff, management
Load/Term:	100% Full-time

#### Job Purpose

The role of the External Relations and Events Coordinator is to strengthen Columbia's relationships with a broad variety of individuals and organizations, and to ensure the smooth operation of College events. Areas of responsibility include:

- The overseeing of all aspects related to Hospitality and Events at the College;
- Ensuring that external organizations and individuals are served well, and Columbia's mission is communicated and advanced;
- Organizing and managing key College functions and events (internal and external including The Columbia Open Golf Tournament and Annual Fundraising Dinner);
- Marketing, soliciting, and promoting College facilities for use by outside organizations (including, among others, BCMB and MCBC).

#### Duties and Responsibilities

##### Functions & Events

- Serves as the primary point-person for all events held on behalf of the College, specifically, but not limited to, the Columbia Open Golf Tournament, the Columbia Annual Fundraising Dinner and Summer Conferences/Camps.
- During the summer months, runs the day-to-day operations of the Conference Centre, including hiring and training summer conference staff, and liaising with food service, custodial and maintenance personnel.
- Manages all enquiries relating to internal and external functions held at the College.
- Ensures all aspects of events are properly organized, implemented and executed according to organizational objectives and plans.
- Solicits vendors and sponsors on event-related matters, handling all contracts, coordination, etc. for the event.
- Collaborate with partner denominational bodies and churches to promote various events and functions.

### **Marketing & Communication**

- Collaborates with communications and marketing personnel to develop and execute an annual marketing and communications plan.

### **Staff Organization**

- Works collaboratively with other staff, volunteers and outside vendors to accomplish goals in a timely manner maintaining attention to detail.
- Creates and communicates clear job responsibilities for all staff and volunteers and ensures their tasks are carried out to execute on plan.
- Acts as a liaison with the Facilities Director on residence facility upkeep and maintenance.

### **General & Finance**

- Develops operational budgets and action plans for the various College-related functions and events. Authorizes all departmental expenditures, analyzes variances, and implements corrective action.
- Identifies and pursues new sales and marketing opportunities by researching and identifying target customer groups.
- Monitors overall customer comfort pertaining to rooms, dining experiences, recreation facilities, security and maintenance of facilities.
- Ensures that administrative and financial records are accurate, and that deposits, invoices and payments on account are received in a timely manner.
- Communicate and report to internal and external stakeholders and suppliers as required.
- Collaborate with Development Department to report on key metrics associated with events (i.e. gala ticket sales, golf, visitors, etc.).
- Negotiates with conference groups; setting prices, securing bookings and keeping accurate reservation and requirement records.
- During the summer months, manages the inventory of the residence facility to ensure a positive experience for all guests. This includes accounting for rooms and bed capacity.

## **Qualifications**

### **A. Education:**

- Relevant Business or Marketing degree preferred, diploma in event management/hospitality required. A suitable combination of education and experience may be acceptable.

### **B. Experience:**

- Minimum of 1-3 years event management or hospitality experience required.
- Minimum of 1-2 years experience supervising staff/volunteers.
- Proven ability to work within a Christian organization.

## Skills and Abilities

- Able to pursue, solicit and initiate conversation with external clients for the purpose of promoting and selling the services of Columbia.
- Excellent organization skills and demonstrated ability to prioritize details while managing multiple tasks and working under time constraints.
- Must have the ability to "think forward" (self-initiating), with a capacity to be creative and innovative.
- Has the ability to assess and diffuse problem situations, including creative problem-solving and consensus building; policy, procedures and precedents may form the basis of occasional work decisions and communication to constituency.
- Experience in developing and managing events and projects, including the capacity to lead small work-teams.
- Ability to supervise, train and schedule employees work assignments.
- Ability to foster a cooperative work environment.
- Knowledge of cash management principles and procedures.
- Ability to communicate clearly and concisely in English, both verbal and written; has the capacity to do small research projects.
- Knowledge of catering, food services, and conference industries.
- Ability to work well in Microsoft Outlook, Word, and Excel.

## Expectations

- It is expected that the External Relations and Events Coordinator be a warm hearted, committed, dedicated and mature evangelical Christian who exemplifies Jesus Christ in all on and off campus contacts thereby living to the expectations of Columbia Bible College's statement of faith.
- Aspire to the Staff & Faculty Attributes.
- Agreement with the CBC Mission Statement, MCBC or BCMB Confession of Faith and Responsibilities of Community Membership Statement.
- Maintain membership in good standing in a local Christian church.
- Exemplify a positive attitude and maintain an "energized" work environment.
- Must have a pleasing personality with a positive and progressive outlook in the midst of a busy and challenging atmosphere.
- Professional business appearance and conduct required at all times.
- Willing to be available for additional hours during key College functions and events.

## Working Conditions

- Seasonal 'On Call' duty and occasional weekend and/or evening work during the school year will be required.

## Statement of Relationships

The External Relations and Events Coordinator reports to the Development Officer.

Summer Conference Centre staff and event volunteers report to the External Relations and Events Coordinator.

<b>Grid Classification:</b>	<b>TBD</b>
<b>Date Approved by HR Committee:</b>	<b>TBD</b>
<b>Reviewed:</b>	