



TOURISM ELLISTON INC.

JOB OPPORTUNITY

Growth Manager - Roots, Rants and Roars Culinary Festival

Employment Type: Full-Time, Contractual

Key Responsibilities:

The growth manager is responsible for the overall event design, managing event resources and making sure the vision and objectives of Roots Rants and Roars is realized.

Administration:

- Coordinate accounting activities in collaboration with a bookkeeper to ensure financial accuracy and compliance.
- Provide leadership and direction to the Roots, Rants and Roars Team to ensure seamless execution of festival activities.
- Manage interactions and communications with the Board of Directors.
- In collaboration with the Festival Organizer, assist in the Preparation of funding proposals, reports and maintain ongoing relationships with funding partners.
- Assist in the recruitment of working group members and oversee working group meetings and engagement.

Diversification of Revenue:

- Identify and secure new revenue streams for the festival, including sponsorships, new event development, donations, etc.

Marketing and Social Media:

- Develop and execute an overarching marketing plan, outsourcing tasks and duties as needed.
- Manage the marketing budget effectively.
- Handle media relations and influencer management.
- Contract social media marketing and content strategy.
- Manage communications and launch plans effectively.

Corporate Partnerships:

- Research and identify potential provincial and national partners.
- Prepare and customize partner pitches.
- Present partner pitches and negotiate terms.
- Manage deliverables and execute sponsor benefit plans in collaboration with Tourism Elliston.
- Maintain ongoing communications and engagement with sponsors.
- Facilitate on-site engagement and activation during the festival.

Industry Engagement:

- Develop guidelines and contracts for participation in new festival events, such as The Road to Roots, Rants and Roars; chef collabs; My Food Hike; etc.
- Engage with industry stakeholders to establish partnerships.
- Manage and nurture relationships with industry partners.

Other Related Duties as assigned

Qualifications:

- Bachelor's degree in Business Administration, Marketing, Event Management, or equivalent combinations of education with extensive experience.
- Excellent communication, negotiation, and strong leadership skills
- Proficiency in managing budgets
- Familiarity with the culinary or festival industry is an asset.

Application Process:

Please submit your resume and a cover letter outlining your relevant experience to info@rootsrantsandroars.ca Applications will be accepted until September 11, 2024. Only shortlisted candidates will be contacted for an interview.

