



1574 Argyle St.
Suite 15, Box 3
Halifax, NS B3J 2B3
902.492.2771

www.craftalliance.ca

Job Posting: Operations Coordinator

Atlantic Craft Trade Show (ACTS)
www.actshow.ca

Position Description

For the past 34 years, the **Atlantic Craft Trade Show (ACTS)** has been the primary vehicle for craft, giftware & apparel producers in Atlantic Canada to enter wholesale markets and develop their businesses for export markets in Canada and abroad. We are currently filling the position of Operations Coordinator within our organization. The position will require possible overtime and weekend work hours, especially around scheduled events.

Reporting to the Executive Director of *Craft Alliance ~ Alliance métiers d'arts*, the ACTS Operations Coordinator will carry out all functions relative to the organization, execution and successful production of the annual **Atlantic Craft Trade Show** as outlined in the position description. The Operations Coordinator will be responsible for all administrative logistics in the production of the annual trade show. The coordinator will assist in the development and implementation of marketing strategies in the growth of ACTS at both the exhibitor and buyer levels. The position will also be responsible for working within the specified trade show budget.

The Operations Coordinator will also assist with the production of the annual **Atlantic Canada Craft Awards for Excellence (ACCAE)** which runs in conjunction with the Atlantic Craft Trade Show. The coordinator will also have the responsibility to maintain and upgrade the ACTS website as well as the communication of information from the show office, as an information centre for exhibitors and buyers to the trade show.

Specific responsibilities of the Operations Coordinator include, but not limited to, the following:

- Provide necessary information to the exhibitors in general and professionally deal with issues and challenges presented by exhibitors. Be comfortable in making presentation to clients and contractors.
- Assist in the development of operational budget for trade show and maintain appropriate records. Work within the adopted budget to produce a successful trade show.
- Preparation of appropriate communications and advertising copy ensuring insertion dates are met. Preparation of requisitions for print. Coordinate with the Executive Director and other contractors: web design, graphic design and independent printers regarding printing and design requirements for print and web services.
- Coordinate with Executive Director, the preliminary design concept for upcoming show promotional material including application forms, pre-registration cards, flyers, brochures, show guides, media index, VIP invitations, etc.

Leadership. Education. Growth.

- Prepare and initiate mail-outs to potential exhibitors including the ACCAE awards program, and continued liaison with accepted exhibitors within the Atlantic Provinces. Produce buyer pre-registration mail-outs, email promotions and follow up mailings. Maintain and update both exhibitor and buyer databases. Produce exhibitor kit contents which will include but not limited to, Rules and Procedures, floor plans and exhibitor lists and newsletters. Prepare press releases both prior to and after the show.
- Assist in the development and implementation of a marketing strategy including the Incoming Buyer program. Increase buyer data base through recruitment of new buyers, buyer lists, trade magazines and other trade and online resources.
- Work with Executive Director on show contracts and continue liaison with show contractors and venue management.
- On-site trade show management inclusive of move-in/move out; staffing registration desk; computer and registration requirements; catering; security; troubleshooting; signage, etc.
- Arrange seminar logistics for Exhibitor and Buyers ie: Presenters, hand-outs and promotions
- Assist in production of ACCAE awards ceremony
- Attendance at committee meetings when required
- Preparation of Operations Reports to committee's and the Board of Directors which will include, but not limited to: applications, registration, staffing, seminars, venue, schedules and deadlines. The coordinator will also report on the show progress and make recommendations for the successful production of this and future shows. Assist Executive Director with coordination of meetings.
- Other duties as assigned by the Executive Director from time to time.

Candidates for the position must have a minimum of 5 years experience in event management and planning, along with marketing and communications skills to include: website management, online marketing experience and working with MS Access databases. Experience working in the non-profit sector or in a trade association environment is desirable. Experience in the craft industry or the retail giftware industry would be beneficial. A university degree or diploma in event management or communications is desirable or a combination work experience and education.

Please send cover letter with resume outlining experience, via email, as one attached document (PDF, MS Word or Wordperfect only). Subject heading should read: ACTS Operations Coordinator.

This position is part time with an hourly wage based on experience. Flexible work schedule is possible; however, the successful candidate must be available up to 30 hours per week during the period from September through to March in order to successfully manage the event. Work hours through the remainder of the year would be adjusted accordingly. Position is based in Halifax, NS.

Deadline for applications is: August 18, 2010

Send Email to:

Bernard M. Burton, Executive Director
 Craft Alliance ~ Alliance métiers d'arts
acts@craftalliance.ca

Only those selected for interview will be contacted.