

Organization: Royal Canadian Legion Branch

Position Summary:

The Events Manager is responsible for planning, organizing, promoting, and executing a wide range of events that support the mission of the Royal Canadian Legion. This role focuses on enhancing member engagement, supporting veterans and their families, and strengthening connections with the local community through well-coordinated and meaningful programming.

Key Responsibilities:

1. Event Planning & Coordination

- Develop and maintain an annual and monthly events calendar
- Plan and organize a variety of events (e.g., dinners, dances, commemorative services, fundraisers, and community activities)
- Coordinate logistics including venue setup, equipment, catering, entertainment, and permits where required
- Ensure events are inclusive, accessible, and aligned with Legion standards

2. Community Engagement

- Foster relationships with members, veterans, community groups, and local organizations
- Encourage participation from both Legion members and the broader public
- Support and coordinate memorial and commemorative events, including Remembrance Day services

3. Marketing & Promotion

- Promote events through social media, newsletters, posters, and community channels
- Maintain accurate and up-to-date event listings
- Work to increase attendance and member involvement
- Creating actual marketing materials with graphic design skills to create posters and social media graphics is an asset
- Manage marketing vendor/partner relationships

4. Budgeting & Financial Oversight

- Prepare and manage event budgets
- Monitor expenses and revenues to ensure financial responsibility
- Support fundraising initiatives and revenue-generating events

5. Volunteer Coordination Direct Reports:

- Recruit, schedule, and supervise event volunteers
- Assign roles and ensure adequate coverage for all event functions
- Provide guidance and support to ensure successful event delivery
- Work with Administrative and operations staff

6. Event Execution & Operations

- Oversee event setup, execution, and cleanup
- Address and resolve issues in real time during events
- Ensure compliance with all relevant policies, procedures, and regulations (including health, safety, and alcohol service requirements)

7. Evaluation & Reporting

- Collect feedback from attendees, volunteers, and stakeholders
- Evaluate event success and identify areas for improvement
- Maintain records of attendance, financial outcomes, and event performance

Qualifications & Skills:

- Strong organizational and time-management skills
- Excellent communication and interpersonal abilities
- Experience in event planning, hospitality, or community programming preferred
- Ability to manage budgets and coordinate multiple priorities
- Leadership skills and experience working with volunteers
- Familiarity with social media and basic marketing technique
- Valid Smart Serve certificate
- Valid First Aid / CPR
- Minimum 2-3 years of experience in event planning

Working Conditions:

- Flexible hours, including evenings and weekends
- Ability to lift and move light equipment as required
- On-site presence required during events
- Must be able to stand/walk for extended periods during events

Reporting To:

- Branch President

Status:

- Part time position, approximately 20 hours per week
- Salary to be negotiated

This position plays a key role in fostering camaraderie, honoring veterans, and supporting the ongoing success of the Legion within the community.