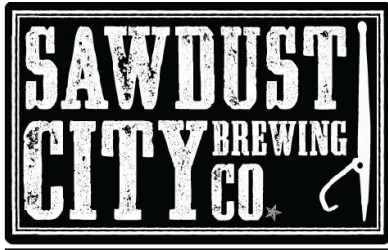


## **Events Coordinator (Sawdust City) & Events Support (Taps Media)**

Reporting to the Marketing Manager (Sawdust City) and the Events Operations Manager (Taps Media), the Event Coordinator & Events Support provides leadership in the planning, coordination and evaluation of internal and external events at Sawdust City Brewing Company and Taps Media with a mandate to increase community and brand engagement within each company.

### **General Duties (Sawdust City):**

- Develop and coordinate Sawdust City events in keeping with Annual Events Budget
- Knowledge of / willingness to learn / Ekos for event invoicing and inventory tracking
- Maintain up-to-date records of festival redemption and payouts
- Scheduling event commitments and managing staff/logistics to execute successful events
- Multi-tasking proficiently for organizing for multiple events at one time
- Plan and execute all large-scale events hosted by Sawdust City Brewing Co.; inclusive of FUNKFEST, Halloween, New Years, annual Mug Club party etc.
- Procure community/industry sponsorship/partnerships for major brewery events
- Coordinate and organize all external events; inclusive of festivals, samplings, parties, sponsorships, donations etc.
- Creates strategies, critical paths and task lists to ensure high-quality events.
- Manage suppliers and service providers to ensure proper implementation of event logistics
- Recruit staff and volunteers to assist with events, provides training, guidance and feedback.
- Plan and execute experiential education opportunities; inclusive of licensee tour/tasting, licensee brew day, Beer Camp etc.
- Coordinating with internal Front-of-House management to create and present ideas for on-site brewery events, developing signature recurring events in the Saloon
- Increase community engagement through creative internal events
- Maintain up-to-date knowledge of all craft beer-friendly events
- Responsible for maintaining equipment maintenance, cleanliness and inventory
- Develops pre-event briefs and post-event reflections for analysis
- Evaluates, analyzes, reports and tracks event outcomes and effectiveness
- Assist in the creation of marketing and promotions as it pertains to event participation
- Adhere to brand policy to curate engaging social media photos/content representative of the event and Sawdust City's event participation
- Oversees the events calendar to communicate upcoming activities to Sawdust City community and ensure participation at events, and ensuring relevant information is posted
- Works collaboratively with Marketing Manager to secure media coverage and to produce event specific communication pieces
- Evaluates event proposals to determine associated costs, outcomes and ROI. Prepares budgetary recommendations, monitoring, and reconciling expenditure of budgeted funds.
- Ensure all events are posted on the website and internally communicated in a timely manner for external promotion



### **General Duties (Taps Media):**

#### **CBAC/OBAs**

- Support registration process
- Coordinate volunteer support (recruitment and confirmation of volunteers)
- Support event management with sponsors and exhibitor logistics
- Assist event managers with event logistics
- Work with the Marketing team to maintain brand integrity throughout the event(s)
- Support team in an administrative role; i.e. assist in reaching out to breweries who will attend the event
- Work with the Management team to order event supplies
- Act in a supporting role to Management team onsite at events throughout the year

#### **Session Events**

- Coordinate with beer vendors
- Booth sign-ups, send vendor packs and confirm payments
- Coordinate volunteer support (recruitment and confirmation of volunteers)
- Aid in event set up and tear down

#### **Qualifications**

- Maintain a high level of organization
- Ability to multitask
- Must be able to work evenings and weekends
- Valid G License
- Ability to lift 50+ lbs.
- Must be Smart Serve certified
- Collaborative nature
- Knowledge of serving equipment, cleaning procedures and maintenance
- Ability to confidently communicate with staff and customers
- Knowledge of the Ontario Craft Beer industry is considered an asset

At Sawdust City we like to have fun, but we also pride ourselves on our dedication to beer. We don't always take ourselves seriously, but the quality of our product is of the utmost importance. If you feel like you are the right match for this position, please send a cover letter and resume to [jobs@sawdustcitybeer.com](mailto:jobs@sawdustcitybeer.com) . Please note the position you are applying for in the subject line.

*We thank all candidates for their interest, however only those chosen for an interview will be contacted.*