



Visitor Events Specialist – Communications & Marketing
(Full-time, Permanent)

As the Visitor Events Specialist, you “Take Care of Banff” by working with colleagues and external partners of the Town of Banff to pull together all aspects of events and activation that enhance the visitor experience.

Your experience in producing events includes impeccable planning (for the predictable *and* the unexpected), engaging the “right” people and resources for the unique qualities of each event, exceptional time and budget management, and a passion for generating excitement and participation in all stages of the process. Your references attest to your attention to detail, ability to work independently, strong project and people management skills, and your diligence in the safety management protocols.

You are approachable, a confident decision-maker and can prioritize tasks to ensure the planning and day-of activities are executed. Your commitment to “the-show-must-go-on” is demonstrated by your consideration of contingencies for rain, heat, snow and cold and any other possible mitigations, but you never compromise safety and can make hard decisions to cancel or postpone, when needed. The role plans events for New Year’s Eve, Canada Day, National Indigenous Peoples Day, as well as permitting events coordinated by third parties, such as SnowDays, Banff Farmer’s Market, and Banff Half Marathon. The role also oversees film permitting for productions in town.

You have built tactical and interactive skills to work with colleagues, partners, local businesses, community members and potential sponsors to achieve the vision for the event. You are competent in Microsoft Office programs and have a working knowledge of tourism marketing or management. Your role encompasses a range of expectations, and you thrive in a flexible work schedule that includes evenings, weekends and some holidays, to deliver or monitor events and film production.

You have a post-secondary degree or diploma in public relationships, communications, events management, business administration, hospitality, or related fields, or similar education and training. You have at least 5 years of work experience in event production and project management. This position is required to work on site in Banff, with opportunities for some remote days and extra earned days off. The starting salary for this position will range from \$77,000 to \$82,000 per year, according to experience, with growth potential based on performance and cost of living increases. Our benefit plan includes group health, dental and retirement, paid time off for illness and vacation and non-traditional benefits that help Town employees enjoy the Rockies.

We look forward to your cover letter and resume demonstrating how you would bring experience, passion and skills to enhance the visitor experience. A full position description is available [here](#).

“Taking care of Banff: our Community, our People, our Park.”

To apply please submit a copy of your resume and cover letter, no later than January 3, 2025, at noon to:

Email: jobs@banff.ca

Fax: 403.762.1260

Drop Off: Town Hall, 110 Bear Street, Town of Banff, Alberta

We appreciate the interest of all applicants, but only those candidates selected for an interview will be contacted.

For more information about why the Town of Banff could be your next great career move, please visit banff.ca/careers.