



EXTERNAL

October 1, 2025

Entertainment and Event Services General Manager

*The City of Lethbridge is looking for an innovative, enthusiastic entertainment and events leader to join us in the permanent role of **Entertainment and Event Services General Manager**. This role provides strategic leadership and direction to the **VisitLethbridge.com Arena**. We are looking for a results-oriented team leader who is committed to providing exemplary public service.*

The City of Lethbridge (www.lethbridge.ca) proudly acknowledges that we are located at the heart of Siksikaitsitapi (Blackfoot) Territory, home of Kainai, Piikani, Siksika and Amskapi Piikani (Montana, USA) First Nations. Lethbridge is also located within the Métis Nation of Alberta, Region III. Lethbridge is southwestern Alberta's largest community, close to the Rocky Mountains and strategically located two hours south of Calgary. We are home to just over 101,000 residents and two major post-secondary institutions -- the University of Lethbridge and Lethbridge College. Thanks to its location under the big skies of the prairies, Lethbridge enjoys a climate of mild winters and warm, sun-soaked summers. The City of Lethbridge recognizes the diversity of our community and is working to ensure programs, services, facilities, and employment opportunities are inclusive to all people.

Reporting to the Director of Community Services, this position is responsible for overall management of entertainment and event services within the VisitLethbridge.com Arena. This includes five core responsibilities – Marketing, Administration, Event Management, Contract Management, and Advertising and Sponsorship. The role promotes the venue by initiating contact with potential clients, securing revenue-generating events, and pursuing entertainment opportunities where the VisitLethbridge.com Arena can serve as a presenting partner. The Entertainment and Event Services General Manager develops and maintains strong relationships with industry representatives, media, event producers, tenants, City departments, and the public, while implementing the department business plan and a comprehensive facility marketing and event plan. On the administrative side, the position prepares and presents annual operating budgets, analyzes and monitors expenditures to ensure alignment with budget appropriations, and develops, implements and administers the policies and procedures governing the VisitLethbridge.com Arena.

The Entertainment and Event Services General Manager provides vision and direction to employees. Staffing responsibilities include directly supervising the staff in key areas of operations, ticket centre, sales and sponsorship, marketing and client services while ensuring proper scheduling and deployment of service staff in line with facility requirements while delivering exceptional customer service.

The role also manages contract license agreements, including suiteholder and operational usage agreements, serving as the primary liaison with tenants, including key partner the Lethbridge Hurricanes, service providers, and vendors. Event responsibilities include supervising and ensuring compliance with contract agreements, overseeing event execution, finalizing financial settlements, and preparing post-event profit and loss analyses. Collectively, these responsibilities ensure the VisitLethbridge.com Arena operates efficiently, delivers outstanding customer experiences and achieves both strategic and financial objectives.

We are looking for candidates with the following preferred qualifications:

- Graduate from a college or university in business, marketing, event management or related field
- Minimum 10 years' experience in entertainment or events management
- Ability to negotiate effectively to develop and maintain contracts/agreements
- Proficient understanding of budgeting, financial reporting, and performance measures
- Knowledge of equipment needed for presenting public entertainment and attractions
- A leader committed to excellent public service delivery and winning the hearts of the community
- Proven ability to foster a collaborative team environment that promotes individual growth and development
- Excellent relationship building skills
- Ability to effectively develop and communicate events and services to the media, event staff and the public
- Knowledge of health and safety requirements for public entertainment
- Ability to prioritize multiple demands and deadlines, while consistently providing a high level of customer service and public relations practices
- Ability to express ideas clearly and concisely, both orally and in writing

The City of Lethbridge offers a competitive salary and a comprehensive, flexible benefits package.

For further information on this opportunity, please contact:

Carly Kleisinger, Director of Community Services 403-320-3913 or carly.kleisinger@lethbridge.ca

Qualified candidates are invited to submit their resume with cover letter online at: www.lethbridge.ca

Closing Date: October 15, 2025

All candidates are thanked in advance for their interest. Only individuals selected for interviews will be contacted.