



Events Coordinator Job Description (2024)

9 month contract, beginning June 2024 or sooner.

About the Friends of Allan Gardens

We are a volunteer-based organization that is working to imagine and lead the revitalization of Allan Gardens. We aspire to grow the park and conservatory from their heritage roots as a horticultural garden of education, natural beauty, and cultural influence to become a year-round green oasis and vibrant destination at the heart of downtown Toronto. The Friends of Allan Gardens aims to share the stewardship of this land with Indigenous organizations and support groups throughout the city, and with our many benevolent society neighbours adjacent to the Gardens. Learn more about the Friends of Allan Gardens [here](#).

About the Position

We're on the lookout for an Event Coordinator who is community-minded and business savvy to join our team. In this role, you'll plan, coordinate and facilitate the Food Hub (FH) initiative at Allan Gardens. The Food Hub is imagined as a series of events that is organized with support from the City of Toronto's Main Street Innovation Fund (MIF) and the Federal Economic Development Agency for Southern Ontario. This is your opportunity to plan, coordinate and facilitate a new signature cultural event series for downtown Toronto!

Expect a hands-on role, where you'll be responsible for all aspects of the Food Hub, which will consist of a weekly Food Hub event accompanied by community-oriented programming, hosted in the Children Conservatory. The role will range from developing the Food Hub and space booking policy, to managing vendors, engaging with partners and performers, to preparing the space and ensuring the events run smoothly. In addition, you will be coordinating the use of the Children's Conservatory by facilitating bookings and providing support for events booked by 3rd parties.

If you're ready to make a real impact in a dynamic environment, this is the opportunity for you. This is a blended role where you'll work from home and be on site at Allan Gardens Children's Conservatory for the weekly Food Hub event (including set-up and take down) which will take place on Saturdays (starting in September) and during other booked events that you schedule.

Main responsibilities:

- **Plan and coordinate all aspects of the Food Hub** (80% of duties).
 - **Develop a plan and budget** with input from the FH Working Group and FOAG's Board of Directors to realize the FH at Allan Gardens.
 - **Food Hub/vendor policy and rules:** develop all required policies, rules and regulations, with input from FH working group
 - **Develop logo/brand identity/website pages** on FOAG website
 - **Develop marketing materials** and standard messaging templates
 - **Vendor relations:** oversee vendor applications, vendor selection, vendor communications, scheduling and space allocation to ensure a vibrant, diverse and viable FH mix.
 - **Cultural/Community programming:** connect and engage FOAG partners and performing artists to develop an activity roster to complement the FH and negotiate fees/honoraria.
 - **Run the Food Hub Event at Allan Gardens event series** (starting in September) as outlined in the action plan, including running the event on the day-of and coordinating with other staff, Food Hub vendors, and third-party programmers including:
 - **Food Hub day planning and oversight:** Overseeing all aspects of FH logistics, including set-up and take-down, volunteer oversight, vendor arrangements, collecting sales and attendance data and managing inventory for all events.
 - **Vendor relations:** Maintain Vendor relationship to ensure FH viability; invoicing, scheduling, collecting end-of-day sales data, and ensuring adherence to the FH's vendor guidelines.
 - **Programming partners relations:** the Food Hub event will be accompanied by non-vendor programming. You will be responsible for coordinating all aspects of the non-vendor programming components of Food Hub events.
 - **Communication and Marketing:** Promoting the Food Hub in advance of and during event season through channels such as a weekly e-newsletter, posts on the FH's social channels, blogs on the Food Hub website, other organizations' digital channels, and printed flyers/postcards distributed in the neighbourhood; and reviewing effectiveness of those efforts. Respond to all Food Hub related interactions on website and social media to create a positive online conversation.

- **Customer Service:** Proactively address customer/visitor inquiries, resolve issues, and build a welcoming Food Hub/event atmosphere.
 - **Staff and volunteer coordination:** Coordinate with other staff and manage volunteers to facilitate the event.
 - **Community relations:** Engage with local community and partner organizations for input into Food Hub/event planning and post event feedback. Connect with local BIAs to promote the Food Hub/events and build relationships. Maintaining good relations with staff at City of Toronto Parks, Forestry and Recreation department, Toronto Public Health, and Municipal Licensing & Standards division; and being the first point of contact for community members.
- **Manage and facilitate bookings** for the Friends of Allan Gardens spaces in the park, balancing the space requirements for our programs with revenue generating bookings (20% of duties).
 - **Develop, with input from the board, a fair and equitable space booking policy and space use agreement** for Friends of Allan Gardens spaces in the park so that we may continue to offer accessible space for the community, while also ensuring we have a stable revenue stream.
 - **Coordinate** schedules, ensure that permits and agreements are in place as per Space Use/Booking policy,
 - **Eventday:** coordinate with FOAG staff the set-up and any required assistance
- **Accountability:** Coordinate timely invoicing, collect/report end-of-day sales data and attendance for events, providing the FH Working Group and the Board regular reports and updates on bookings, events, revenue generated and operations.
- **Committee participation:** Participating in regular FH Working Group and Board of Directors meetings, when required.
- **Administrative and financial record-keeping:**
 - Delivering the Food Hub within budget.
 - Timely processing of invoices, keeping detailed financial records in accordance with Friends of Allan Gardens procedures.
 - Provide reports as required by MIF/other partners

Qualifications

The ideal candidate has the following experiences and skills:

- Passion for strong communities, civic engagement, cultural programming, and appreciate the importance of food sovereignty
- Event management experience
- Volunteer management experience
- Experience working in a public-facing role
- Very strong organizational, planning, time management and project management skills
- Strong communications and diplomacy skills
- Experience running social media channels for an organization
- Experience with Google Suite, Squarespace
- Ability to be self-directed, be an agile problem solver, handle unexpected challenges, make quick decisions under pressure, and troubleshoot logistics on the fly
- Knowledge of the Allan Gardens community

Work Conditions

- This position requires physical movement tied to running the Food Hub and other events, including moving furniture and equipment.

Compensation

We can offer you \$25-30/h for up to 35hs per week.

Reports to

Matt Canaran, Friends of Allan Gardens Program Manager & the Friends of Allan Gardens Board of Directors.

Contract Period

Nine (9) months, from June 01st 2024 to Feb 28th, 2025 with the opportunity to extend, upon Board approval, for another three (3) months for a full year contract.

Schedule and hours of work

- There are both in-person and online components to this role. A major part of the weekly hours will be spent to plan and run the Food Hub held on Saturdays starting in September 2024. In addition, there may be hours of work as well as work scheduled beyond a typical workday, on evenings and/or weekends, to coordinate and support scheduled events - these hours shall not qualify for overtime pay.
- The standard hours of work are 35 hours per week. Schedule will be agreed upon in advance, based on activities scheduled for the month.

Statutory holidays

- This position is entitled to Ontario statutory holidays. Generally, working hours shall not be planned on a statutory holiday however If a program or an event is scheduled on a statutory holiday, time-off in lieu at the rate of 1.5 will be offered. Time-off in lieu

shall be approved ahead by the Manager and/or Board and must be taken within one month of the week in which it was earned.

How to apply

To apply please send an email to matt@friendsofallangardens.ca with your cover letter and resume. In your cover letter, please include details on why you think you'd be the best candidate for this role. We look forward to reviewing your application!

Please submit your applications by Monday May 13th at 6pm local time. Thank you!