



ABOUT THE TOWN OF NEW GLASGOW

The Town of New Glasgow, nestled along the scenic riverside of Northern Nova Scotia, stands as a vibrant and pivotal commercial center for Pictou County. Here at the Town of New Glasgow, we take pride in our dynamic and flourishing financial and professional sectors, upholding a longstanding tradition of excellence that permeates entrepreneurship, education, social leadership, athletics, entertainment, and all levels of government. Our town is a testament to history, adorned with architectural gems that narrate the past, but we are also committed to moving forward and continuously expanding our offerings to enrich the lives of our residents and visitors alike. New Glasgow presents an ever-growing array of amenities, including vibrant arts and culture centers, a diverse selection of restaurants and entertainment venues, and an abundance of lush parks and trails. These facets converge to cultivate a thriving community and bolster our local economy.

THIS MOMENT, THIS POSITION

The Town of New Glasgow is proud to be hiring a Program, Culture and Events Manager, a role that's central to the heart of our community. We're looking for someone who brings energy, organization, and a genuine sense of pride in New Glasgow and in delivering outstanding events and programs that showcase the best of our town. From intimate cultural gatherings to large-scale festivals that fill our streets, you'll be part of creating memorable experiences that connect residents and celebrate everything that makes New Glasgow special.

Reporting to the Director, Community Development, the Program, Culture and Events Manager, will lead an integrated approach to community program delivery, cultural development, and town-wide event coordination. You'll oversee the operation of Glasgow Square, act as a key support for town-run and community-led events, and ensure that every event, big or small, receives the same level of professionalism, care, and enthusiasm.

This role supports and enhances signature community events such as the Festival of the Tartans, Johnny Miles Running Events, The Jubilee, Race on the River, Art at Night, Culture Days, and many more. It also means being a dependable partner to local organizations, residents, and stakeholders working to bring their own visions to life. Additional duties include but are not limited to;

- Champion and coordinate all Town programs and events with energy and attention to detail—supporting everything from logistics and promotion to budgeting and volunteer recruitment.
- Act as a welcoming, go-to resource for organizations planning community events—providing exceptional guidance and support, whether it's a small community barbecue or a major festival.
- Lead the management of **Glasgow Square**, including staff coordination, facility rentals, maintenance, safety protocols, and programming.
- Serve as liaison between event organizers and Town departments (e.g., Public Works, Police, Fire, Communications) to ensure events run safely and efficiently.
- Promote Town events and programs using a variety of media, ensuring our community knows what's happening and how to get involved.
- Develop, evaluate, and continuously improve Town-sponsored programs—recommending changes and innovations to the Director of Community Development.



- Prepare annual reports detailing program outcomes, economic impacts, budget use, and future recommendations.
- Administer budgets and maintain financial records to support funding applications and grant reporting.
- Uphold and promote Occupational Health and Safety standards at all times.
- Lead with passion and a community-first mindset in everything you do.
- Other duties and special projects as assigned.

THE IDEAL CANDIDATE

The ideal candidate is a natural organizer, a community builder, and a proud ambassador of the Town. You believe that every event matters—whether it’s a family movie night or a town-wide celebration. The Manager must have proven experience in community programming, cultural events, or event management. As the successful candidate, you will bring strong communication, collaboration, and leadership skills, along with the ability to manage multiple priorities while maintaining a focus on service quality and community impact. Experience working with a diverse range of stakeholders, including nonprofits, government partners, and local businesses is essential. A solutions-focused mindset and a strong commitment to inclusivity, safety, and community pride are also required.

EDUCATION AND BACKGROUND

- Completion of a post-secondary education in Business Administration, Public Relations, Marketing or equivalent.
- Three years of program and/or event management
- Clear Criminal Record Check

STATEMENT OF INTENTION

We encourage applications from a wide spectrum of backgrounds and experiences, recognizing the immense value that diversity brings to our team. We're on a journey of learning and growth, continually striving to create a more inclusive and equitable environment. We encourage individuals from historically underrepresented communities, including Black, racialized, and Indigenous Peoples, members of the 2SLGBTQIA+ community, newcomers to Canada, and People with Disabilities, to apply.

We are committed to providing accommodation for individuals with disabilities at every stage of the hiring process. We recognize that there is always more to learn and improve upon in our journey towards greater inclusivity and humility.

THE TOWN OF NEW GLASGOW IS GUIDED BY KEY STRATEGIES THAT DEFINE OUR COMMITMENT TO PROGRESS:

Investment in Infrastructure: We believe in the power of well-maintained infrastructure to drive growth and prosperity.



Commercial Development: We actively promote a business-friendly environment, fostering economic expansion.

Environmental Stewardship: We are dedicated to preserving and enhancing our natural surroundings for current and future generations.

Downtown Revitalization: We are invested in revitalizing our town center, making it a vibrant hub for all.

Cultural Diversity: We celebrate diversity and actively work to build an inclusive community.

Strategic Partnerships and Regional Cooperation: We believe in the strength of collaboration and actively engage in regional initiatives.

Health and Safety: We prioritize the well-being of our residents and employees, ensuring a safe environment for all.

The Creative Economy: We recognize the vital role of creativity and innovation in driving economic growth.

As an employee in New Glasgow, you'll be part of a community that embraces growth, diversity, and progress. Join us in shaping a future filled with opportunities, both for personal and professional development, in a town that treasures its heritage while embracing a forward-thinking vision.

A complete job profile, outlining additional competencies, educational and experience requirements and working conditions can be provided upon request.