



New Glasgow  
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**Town of New Glasgow**  
**Program, Culture and Events Manager**  
**Department of Community Development**  
**Reports to: Director of Community Development**  
**Effective Date: January 3<sup>rd</sup>, 2023**

### Program, Culture and Events Manager

The Program, Culture and Events Manager is responsible for leading the integrated approach to the Town of New Glasgow programs and events management, destination development, and the Town service delivery for such activities and initiatives as well as provides the oversight and management of Glasgow Square. In addition to leading the Town programs and events, the Manager will play an integral role in supporting non-profit events hosted in New Glasgow such as, but not limited to, the Festival of the Tartans, Johnny Miles Running Events, New Glasgow Riverfront Jubilee, Race on the River, Art at Night, Culture Days, Pictou County Ribfest, and other cultural and heritage-based events. This position shall report directly to the Director of Community Development on all programs, events, services, personnel, administrative, policy and day to day activities.

### Purpose and Objectives

1. To provide leadership in the delivery and coordination of community programs and events which support the tourism destination, integrated strategy plan, active living strategies, accessibility strategies and other various strategies for the Town of New Glasgow.
2. To contribute to the community engagement of the residents of the area served, by encouraging and providing advice and assistance to community groups wishing to organize and operate leisure time programs, cultural events, activities, and special events.
3. To facilitate training programs and funding support for government programs to interested volunteers and groups with the aim to provide quality programs and events through community groups and organizations.
4. To provide an integrated approach with the coordination of Town services required for community, cultural and special events sponsored by organizations and/or other agencies, with the view to enhance the quality of community spirit within the Town of New Glasgow.
5. To manage the operations of the Glasgow Square.

### Education / Qualifications

#### A. Education

Completion of a post-secondary education in Business Administration, Public Relations, Marketing or equivalent, or a proven history of successful experience in similar position. Preferred candidates will have a background in program and event management.

## **B. Qualifications**

- Demonstrated experience in the field of community programs, culture and/or event management.
- Possess excellent oral and written communication and organizational skills.
- Possess effective people management and leadership skills.
- Demonstrated flexibility and ability to deal with changing priorities and multiple stakeholders.
- Demonstrated ability to write proposals, business plans and government funding applications.
- Demonstrated organizational skills allowing for the execution of multiple projects at any one time.
- Demonstrated ability to work effectively with community groups, partners, stakeholders, and volunteers.
- Demonstrated ability to manage case operations and financial reports as related to Glasgow Square.

## **Hours of Work**

This is a 40 hour a week position that requires flexible work hours, including some evenings and weekends to allow for managing programs and events as well as attending meetings associated with the position's responsibilities. Salary and Benefits package for the position is aligned to the current Town of New Glasgow employment package and includes a defined benefit pension plan.

## **Accountability / Organizational Relationships**

This position interacts on a day-to-day basis with the other Town Directors, Managers, Supervisors and staff regarding matters related to programs, events, or to obtain information relevant to providing an integrated approach to service delivery for programs and events taking place in the Town of New Glasgow. Key external contacts are the senior officials of various community organizations, groups, volunteers, and government agencies. These relationships are characterized by professionalism and competence.

## **Duties and Responsibilities**

The Program, Culture and Events Manager shall:

- Act as an advisor and/or coordinator to any organization requesting help on any matter pertaining to Town programs, and events, such as survey, non-profit event planning, special events planning, equipment, programs, and finances. The Manager may provide staff assistance for preparing surveys, questionnaires, and financial applications for organizations, but shall not hold any office or position with any community organization providing any programs, recreation, cultural, heritage or leisure time activity in the Town.
- Administer the various Community Programs and Events sponsored by the Town, and further, continually evaluate the sponsored programs, making such revisions or additions as are deemed appropriate and report changes and recommendations on the programs and events to the Director of Community Development.
- Act as liaison and coordinate with Engineering & Public Works, Police, Fire, Community Development on the provision of Town services required for program and event delivery related to facility maintenance requirements, security, road closures, and community information/marketing.

- Manage the Glasgow Square facility, including staff, rentals and coordinate the maintenance requirements with the Director of Community Development. This activity includes management of the Occupational Health and Safety Provincial Standards and the Town of New Glasgow Safety Policies.
- Work effectively to publicize the Town's community programs and events, including coordinating with community stakeholders to provide an economical, coordinated, and effective information program, though selective use of various community media options.
- Work effectively to manage Town related special events, civic receptions, and Town protocol.
- Determine, recommend, and administer, as appropriate, necessary fees and charges for various community programs, activities, events, and facility/equipment usage.
- Prepare an annual report of Community Programs and Event activities for the year, including Town in kind costs, observations, comments, economic impact analysis, and recommendations on the various programs and events for reporting to the CAO and Council.
- Recruit volunteer leadership as required for the conduct of specific community programs and events.
- Maintain accurate financial information to enable the preparation of annual budgets, which will provide sufficient funds for the operation of the various programs and events within the Community Development Department, including Glasgow Square.
- Maintain accurate and appropriate records to provide necessary information for submission for the government programs, and to report on approved government programs from Federal, Provincial, and other jurisdictions/organizations.
- Be responsible for the Town's Program and Event staffing assistance and act as liaison with the other organizations holding events within the Town.
- Be responsible to ensure appropriate safety procedures are followed in the workplace and appropriate safety equipment/supplies are on hand. Ensure implementation and compliance of the Occupational Health and Safety requirements.
- Other duties as may be assigned from time to time by the Director of Community Development or CAO.

## Management Responsibilities

### The Programs, Culture and Events Management Responsibilities:

1. Participate as a member of the Community Development Department offering comments and advice on matters regarding the programs and events. Specifically and generally on other matters coming before the Department, CAO, and/or Council;
2. Provide leadership, supervision, direction, encouragement and training, to all employees reporting to the position;
3. Develop an annual Programs and Events Plan for the Town of New Glasgow which supports the Town's Integrated Development Plan, as well as community partners, tourism and active living strategies;
4. Plan best use of financial and physical resources available and include those recommendations in the annual operating and capital budgets for the Department of Community Development, to be presented to the Director;
5. Attend Council and Committee of the Whole Council meetings, when requested by the Director or Chief Administrative Officer to give reports on the programs and events, or other matters/issues being considered;
6. Manage an effective operating budget and business model approved for Glasgow Square, Programs and Events for the Department of Community Development, in accordance with the policies and procedures approved by the CAO;

7. Employ and performance manage Program or Event employees reporting to the position. Recommend on the employment and dismissal of full-time employees, all in accordance with the policies and procedures set out by the Town.
8. Prepare annual job performance evaluations on all employees, including exit interviews with employees reporting to the position, reviewing same with incumbent employees, in accordance with the Policies and Procedures approved by the CAO.
9. Evaluate the programs and events of the various groups requesting grants for Community activities within the Town of New Glasgow. Determine, from a program and need point, if grants are warranted and recommend accordingly.
10. Prepare monthly activity reports for the Director of Community Development, for review by the Chief Administrative Officer and for presentation to Council.
11. Prepare an annual report of Programs and Events within the Town of New Glasgow, as well as attempt to understand the tourism and economic impact generation that is created directly due to the Town's efforts.
12. Prepare an annual report of staff effectiveness, including copies of annual performance assessments for personnel files, comments and recommendations as warranted, and suggested training requirements for the future year's budget and submit same to the Director of Community Development
13. Forward recommendations on programs, events, activities, and services, existing and proposed for the area, to the Director of Community Development, CAO, and Council.
14. Manage the operating expenditures and revenues approved for programs, events, and Glasgow Square, in accordance with purchasing/procurement and budgeting procedures and policies approved by the CAO and Council.

### Certification

I have received and reviewed a copy of this position description:

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Employee Signature

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Employee Name

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Date

Approved by:

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Director of Community Development

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Date