



JOB DESCRIPTION

GENERAL MANAGER, OTTAWA VALLEY FARM SHOW

Role

Reporting directly to the Executive of the Ottawa Valley Seed Growers Association (OVSGA), the OVFS General Manager is responsible for managing all details of the successful Ottawa Valley Farm Show (OVFS) held in March of each year.

Responsibilities

The OVFS General Manager is a part-time position working primarily from your home office in Eastern Ontario or Western Quebec. Participation in Board and Committee meetings, approximately 10 to 12 per year, is required. Full-time commitment is required for the weeks immediately before and during the Show.

The OVFS General Manager is responsible for:

- Coordinating Show exhibits
 - Manage exhibitor contracts – create, update, distribute, record and ensure payment
 - Select, confirm and allocate space for Show exhibits
 - Communicate Show information and details with exhibitors
 - Document a thorough exhibitor waiting list and respond to new exhibitor inquiries
 - Explore and identify new technologies and innovations to enhance the Show
 - Develop and coordinate publishing and distribution of Show floor plan
 - Coordinate logistics of Show move-in and move-out
 - Manage all exhibitor relations
 - Manage conflict and identify solutions to achieve results
- Planning and implementing all Show events, activities and operations
 - Manage visitor relations to ensure a positive experience
 - Ensure all contractual obligations are met
 - Implement features and new ideas as approved by the OVSGA Board
 - Delegate responsibility as appropriate
 - Manage all issues related to admissions, parking of vehicles, cleaning and security
 - Develop partnerships and strengthen relationships
 - Create and update partnership program with appropriate recognition
 - Gather, report on and respond to postmortem and feedback from visitors and exhibitors
 - Professionally represent and be an ambassador for OVFS
 - Be present and available throughout the entire Show

- Developing and implementing thorough and effective marketing and communications plans
 - Act as main point of contact throughout the year for the Show
 - Ensure current and complete web site and social media content
 - Arrange all press releases and print and radio advertising
 - Develop and coordinate publishing and distribution of annual Show program
 - Publicly represent OVFS at promotional displays, speaking engagements and events
 - Develop and deliver effective internal and external presentations
 - Manage all OVFS promotional resources
 - Implement other marketing opportunities as approved by the OVSGA Board

- Negotiating and managing all contracts related to the Show
 - Prepare all contracts for Executive or Board approval
 - Contracts include EY Centre facilities and food, furnishings, move-in and move-out logistics, security, and cleaning.
 - Manage contracts for all admissions - online, advance and on-site tickets, and exhibitor passes

- Managing all Show expenses and income
 - Ensure all costs are budgeted, accurate and approved for payment
 - Ensure all income and contributions are reported and categorized
 - Regularly report proposed and actual Show budgets to the OVSGA Board

- Developing and implementing our Vision
 - Develop clear long and short term goals, objectives and work plans with measurables
 - Collaborate effectively with OVSGA directors, Committees and Secretary-Treasurer
 - Provide written reports with plans and budgets to the OVSGA Board for each meeting
 - Provide verbal reports at each OVSGA Board meeting
 - Gather, report on and respond to feedback from directors collectively
 - Represent OVFS at Farm Show Council Annual Meeting, report feedback to the Board
 - Receive and implement direction from the OVSGA Executive

- Other duties as required

Remuneration

OVSGA will provide an annual compensation with appropriate deductions payable the end of each month. Each fall, the OVFS General Manager will meet with the OVSGA Executive to review annual performance and remuneration.

Eligible expenses will include mileage to meetings. Further reimbursement is subject to approval by the Executive.